

ni-msme News Corner (NNC)



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

ni-msme 61st Foundation Day Celebration



The National Institute for Micro, Small and Medium Enterprises (**ni-msme**) celebrated 61st Foundation Day on 04 July 2023. The event was graced Hon'ble Former Vice President of India, Shri Muppavarapu Venkaiah Naidu Ji, as Chief Guest.

The celebrations started with lighting of the lamp and welcome address by Dr. S. Glory Swarupa, Director General, ni-msme. She spoke about the Institute's significant contributions, its extensive work and noteworthy achievements over the past years. During Foundation Day celebrations, a captivating video film was presented, highlighting the Institute's journey and milestones. It was an inspiring visual tour, witnessing the positive impact ni-msme in the MSME sector. ni-msme employees, Industry Associations, GC Members, Cluster Members SPV, Technical Agency (TA) & Implementing Agency (IA), Skill Development Training Programmes participants attended the celebration besides other MSME stakeholders and Press.

As part of the celebration, the prestigious Small Enterprises Development, Management & Extension Journal (SEDME) - Golden Edition soft version was released. This journal stands as a testament to the wealth of knowledge and

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expertise ni-msme has garnered in Fostering the Growth and Development of Small Enterprises. The book "Transforming Futures: Social Entrepreneurship for Sustainable Development," authored by Dr. K. Visweswara Reddy, Faculty Member and Mr. K Dhanraj, Young Professional was also released. Case Studies on Digital Branding of Farmers' Producer Organizations (FPOs) and Patents was unveiled by the Chief Guest. The case studies were authored by Mr. Sarath Muthyala and Ms. V. Swapna. Appreciation certificates were awarded to the employees of **ni-msme** for their best services.

Shri M. Venkaiah Naidu Ji awarded certificates to participants of International Programme on "Business Plan for Startups". Prof. Jan Žukovskis, Director, Business and Rural Development Research Institute, Faculty of Bioeconomy Development, Academy of Agriculture, Vytautas Magnus University, Lithuania collaborated with Dr. Shreekanth Sharma, FM, SEE for organising this programme.

Dr. L. Fahmida Banu, MD, Gynaecologist and Obstetrician, Fehimicare Hospital, Hyderabad, explained the need to diagnose and cure cervical cancer in women through video visuals. The event also took a moment to recognize the remarkable contributions of Women Innovators. As part of ni-msme endeavours to double women entrepreneurs in the country a Women Hackathon was launched on the occasion of International Women Day, the winners of the competition were awarded by the Chief Guest. A start-up Social Enterprise established by Helping Society Foundation (HSF) at **ni-msme** campus under PMEGP Scheme of Ministry of MSME, GoI was also honoured by the Hon'ble Chief Guest.

The Foundation Day Lecture by the Chief Guest was the event's highlight. The esteemed Guest spoke eloquently about the importance of MSME sector including entrepreneurship, youth and women empowerment. The audience was enthralled by the insightful perspectives shared. Acknowledging the importance of a well-rounded personality and promoting a healthy lifestyle the Chief Guest highlighted that training is must for everyone. As part of celebrations, sports events were organised. The winners were felicitated during the celebration. The event concluded on a note of gratitude with the vote of thanks by Dr. Shreekanth Sharma, FM, SEE, expressing appreciation to all the dignitaries, participants, and attendees who made the celebration a grand success. The event was concluded with the National Anthem.



GRADUATING MICRO, SMALL & MEDIUM ENTERPRISES



The MSME sector is an important sector of the Indian economy. As per data from the Ministry of Micro, Small & Medium Enterprises, as on 22 February 2023, the Udyam Registration portal registered 2,10,84,242 MSMEs, replacing the former process of filing for a Udyog Aadhaar Memorandum (UAM). Registered micro-enterprises stood at 13,834,411 (96.12%), followed by small enterprises at 446,980 (3.11%) and mid-sized enterprises at 40,400 (0.28%).

As per the information received from Central Statistics Office, Ministry of Statistics & PI, share of MSME Gross Value Added (GVA) in All India Gross Domestic Product at current prices (2011-12) for the year 2018-19 and 2019-20 were 30.5% and 30.0% respectively. The share of the MSME manufacturing in All India manufacturing gross value output during the year 2018-19 and 2019-20 were 36.9% and 36.9% respectively. As per the information received from Directorate General of Commercial Intelligence and Statistics, the share of export of specified MSME related products to All India exports during 2019-20 and 2020-21 was 49.8% and 49.5% respectively.

The ministry of MSME may consider establishing a MSME Think Tank to carry out research on following important national priorities as suggested by the Hon'ble Union Minister for MSME, Govt. of India:

1. Graduating
2. Enhancing MSME contribution to National GDP
3. Increasing contribution of MSME to Indian exports
4. Increasing productivity of MSME work force

The National Institute for Micro, Small and Medium Enterprises (ni-msme) is proposing to host MSME Think Tank for guiding and advising the Government on policies and strategies for the MSME sector for achieving the aforesaid national priorities by:

Strengthening its Research Capabilities: ni-msme can strengthen its research capabilities by hiring more qualified researchers, investing in research infrastructure, and collaborating with other research institutions. This will allow ni-msme to produce high-quality research that can be aligned to meet national priorities.

Building a Network of Experts: ni-msme can build a network of experts by reaching out to industry leaders, academics, and other stakeholders. This will allow ni-msme to tap into the expertise of these individuals to provide insights and directions.

Providing Policy Advice: ni-msme can advise to the Ministry by conducting research on key MSME issues and identifying best practices. This will help the Government to develop policies that are effective in developing the MSME sector.

Advocating for the Interests of MSMEs: ni-msme can advocate for the interests of MSMEs by engaging with the Government and other stakeholders. This will help to ensure that the voices of MSMEs are heard and that their needs are considered in policy decisions.

Glory Swarupa
Director General

Korean Delegates @ ni-msme

A delegation from the Korea Agriculture Technology Promotion Agency (KOAT) and two prominent Korean companies visited ni-msme on 17 July 2023. The visit aimed to explore potential collaborations in Transfer of Technologies related to agricultural machinery, seed technology, agri technology, food technology, smart farming incubation and startup partnerships.

The delegation was led by Dr. JonghyunKo, Research and Business Development Incharge for Indian Projects at KOAT, and included Mr. Inseob Kim, Director of Dream Bio Tech Co. Ltd., and Ms. Kumhee Cho, Director of Ilssang Industry Co., Ltd. Also present was Mr. Juntae Jung, Chief Operating Officer and Ambassador of KBIZ for India & USA, representing the Korean business community's interests in the Indian market. Additionally, Mr. Madhu, Global Business Development Manager of Wevio Global, Inc. coordinates the Indian division. Dr. Shreekant Sharma, FM, SEE emphasized the importance of such collaborations in promoting MSMEs in agri and food processing sectors.

Dr. S. Glory Swarupa, Director General, and faculty members of ni-msme engaged in fruitful discussions with the visitors, exploring avenues for potential partnerships in the agricultural and food processing sectors. The meeting revolved around identifying areas of mutual interest and how each party could contribute its expertise & resources to foster innovation in agriculture and food based MSMEs. The discussions also encompassed the possibility of technology transfer initiatives through experience centres and exchange programmes. Dr. S. Glory Swarupa highlighted ni-msme's commitment in facilitating technology-driven advancements for MSMEs and expressed eagerness to work closely with KOAT and the Korean companies in achieving shared objectives.

The visit concluded with a renewed sense of enthusiasm and optimism for future collaborations. The delegations from KOAT and the Korean companies expressed their appreciation for the warm reception and hospitality extended by ni-msme and reaffirmed their commitment to exploring concrete partnership opportunities in the near future. The potential synergy between Korea's cutting-edge agricultural technologies and India's burgeoning Agri sector has opened up exciting possibilities for growth & development, promising a brighter and more sustainable future for both nations.



Women Hackathon Concluded

ni-msme conducted grand finale of 1st Women Hackathon on the occasion of Foundation Day on 04 July 2023. Close to one hundred women innovators participated in the Hackathon hailing from AP, Telangana, Karnataka, Tamil Nadu, Uttar Pradesh, Rajasthan & Uttarakhand. The aim of Women Hackathon was to encourage women innovators in their selected field. Mr. Vivek Kumar, AFM, SEE, Mr. Sarath Muthyala, AFM, SED and Mr. Chandra Sekhar, Consultant, SEDME Coordinated the event.

The hackathon was conducted in five sectors Healthcare, Aluminium, Fintech, Tourism and Millets. Each sector has pre-defined Problem Statement and the participants were expected to evolve solutions for the same and submit to **ni-msme**. After a screening round of all the participants, a virtual one on one presentation was also conducted to select the winners. Eminent personalities related to their sector was engaged as Jury members that include, Dr. L. Fahmida Banu, Head, Fehmicare Hospital and Mrs. Krishna Wadher, Chartered Accountant to preside over the presentation session in Health Care and Fintech respectively. ni-msme faculty members pertaining to their subject aeras chaired the presentation session of Aluminium, Millets and Tourism. The winners were facilitated with Memento and Certificates by the Chief Guest Hon'ble Shri Venkaiah Nadu Ji, Former Vice President of India.

Ms. Shiva Rakshitha and Dr. Kusuma in Tourism sector; Mrs. Aparna Joshi in Millets; Ms. Asha Latha and Ms. Amrutha Varshini in Fintech, Dr. S. Lakshmi Sindhuri and Gayatri Devi Sridhar in Health Care sector; Ms. Dhivya. P. S and Ms. A. Vanmathi in Aluminium Sector were declared as winners. Group participation was also encouraged and G. Narayanamma Institute of Technology and Science, Hyderabad participated very activity with entries in two sectors, Healthcare and Millets. Healthcare participants from the institute compresses of Ms. B. Tejaswini Singh, Ms. B. Srija, Ms. K. Sanjana, Ms. Kavya Panchati while Health Care participants from the institute were Ms. S. Gowri Sruthi, Ms. K. Gnapika, Ms. B. Varshitha and Ms. G. Bhuvaneshwari. **ni-msme** plans to make it a annual event and the **ni-msme** Women Hackathon 2.0 will be announced in the month of December 2023 to complete it on 8th March 2024 i.e. International Women's Day 2024.



Export Opportunities for Agri and Food Products

National Institute for MSME (**ni-msme**) collaborated with MANAGE to host a highly successful five-day virtual Training Programme on "Export Opportunities for Agri and Food Products" from July 03 to July 07 2023. The programme was aimed to equip participants with the knowledge and skills necessary to tap into the export potential in the agricultural and food sectors. The programme was inaugurated by Dr. K. Visweswara Reddy, Faculty Member & Program Director and Mr. Sarath Muthyala, Associate Faculty Member & Co-programme Director of **ni-msme** and Dr. Shailendra, Deputy Director (Behavioural Sciences) & In-charge head of the Center for SCM and Marketing in Agril. Extn, MANAGE.



Major topics discussed during the programme include, How to Start Export Business, International & Local Bodies, Shipping & Payment Terms, Pre & Post Shipment procedures, EXIM Finance, Government Support, Types of Transportation, ECGC, International Product Marketing through Digital Branding, and Product & Market Selection. The sessions were delivered by ni-msme faculty, MANAGE faculty, and guest speakers from the industry.

With a total of 61 participants in attendance, the program saw active and interactive engagement from all participants. Their feedback reflected a high level of satisfaction, emphasizing the program's informative and knowledgeable nature. At the conclusion of the training, participants underwent an assessment to evaluate their understanding, and certificates of completion were awarded to those who successfully completed the assessment.

Expert Lecture at TAGS

Mr. K. Surya Prakash Goud, Faculty Member, ni-msme delivered a keynote address on Entrepreneurship and MSME Schemes. The event was organized by Telangana Adivasi Girijana Sangham (TAGS) on 22 July 2023.



ni-msme Faculty Member Visited SERP

In a recent development, Mr. Surya Prakash Goud, accompanied by a team from the National Institute for Micro, Small and Medium Enterprises (ni-msme) and National Resource Persons (NRPs) Mr. Nilendu Mukherjee and Mr. Gautam Mazumdar, visited the Society for Elimination of Rural Poverty (SERP) Andhra Pradesh (AP) for an impact assessment.

During his visit, Mr. Surya Prakash Goud interacted with SERP AP officials, the Project Director of the District Rural Development Agency (DRDA), Business Promotion Managers (BPMs) and Community Resources Person for Enterprise Promotion (CRPEP). The discussions likely centered around the progress and effectiveness of various initiatives undertaken by SERP AP to uplift rural communities and alleviate poverty.

During his tour, he also visited the SFURTI Cluster, which is likely to be an important part of the larger development efforts in the region. The purpose of this visit was to assess the progress and success of the cluster development program and explore opportunities to further boost economic activities and livelihoods in the cluster.

Overall, Mr. Surya Prakash Goud's visit to SERP AP and the surrounding regions demonstrates his keen interest in grassroots development and his dedication to making a positive impact on the lives of rural communities. The insights gathered during this assessment are expected to contribute significantly to future policy decisions and developmental strategies aimed at sustainable growth and prosperity.

Expert Session on Behavioural Science by Brahmakumari's

An expert session on Behavioural Science was conducted by inviting Shri. E. V. Gireesh, an eminent Behavioural Trainer on 14 July 2023. The topic of the session was "Art of Winning and Motivation". All the staff of **ni-msme** participated in the programme. The session was based on practical inputs. All the participants were to undergo various exercises and immediately the analysis was also done by the trainer. Through hands on and innovative exercises, **ni-msme** staff were equipped with the input on how to identify their strength and weaknesses in real time.



The exercise focused on being update is the need of hour, healthy mind makes us excel in our endeavours and we could left no stone unturned to ignite ourselves. Lot of queries were also raised by the participants which was nicely answered by Shri E. V. Gireesh. Sr. Bindu from Brahmakumaris, Hyderabad also given a motivation talk on the occasion. The session was coordinated by Mr. Vivek Kumar, AFM, SEE, **ni-msme**.

Applications of Solar Technologies in Agriculture and Allied Sectors

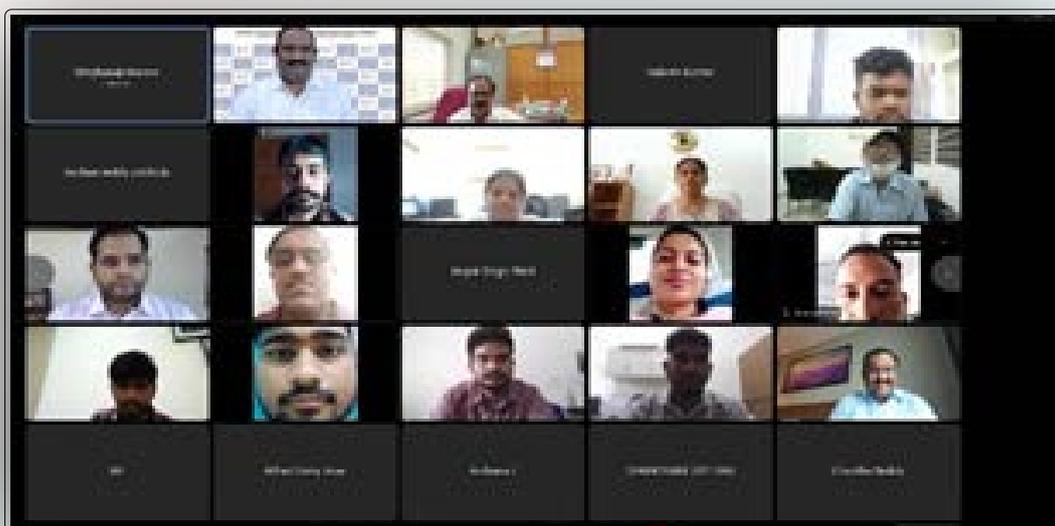
ni-msme conducted a collaborative online training program with National Institute of Agricultural Extension Management (MANAGE) on "Applications of Solar Technologies in Agriculture and Allied Sectors" from 10 to 12 July 2023 sponsored by MANAGE. Total 63 participants attended. Majority are from Agri-business, Farmer's Producer Organizations (FPOs) and Agricultural University from various states like Uttar Pradesh, Haryana, Telangana, Odisha, Puducherry, Andhra Pradesh, Tamil Nadu, Karnataka and Kerala.

Mr. J. Koteswara Rao, Associate Faculty Member and Program Director, welcomed the participants, briefed them about the genesis of the National Institute for MSME (ni-msme) and gave an overview of the programme. **ni-msme** has taken the lead in setting up solar panel installations and fostering an environment of innovation and cooperation by bringing together technology, enterprise and efficient management at the core of policy formulation and implementation at the grass root level.

Dr. S. Glory Swarupa, Director General of **ni-msme**, in her address, stressed upon India has been playing a leadership role in encouraging for the establishment of a solar based economy across the globe. Dr. Balasubramani, Director (CCA) & Programme Director of MANAGE, highlighted about several new policy initiatives have been taken up during the last four years including National Solar – Wind Hybrid policy notified. Mr. Venkat Kumar Tangirala, MD, Wind Stream Energy Technologies India Pvt. Ltd. highlighted on Applications of Hybrid (Wind and Solar) Technologies in the Agriculture and Allied Sector. Lt. Col. Dr. Surendra Garu, Chief Adviser, Surabhi Institute of Energy has briefly explained the Role of State and Central Government and Nodal Agencies.

Shri Er. Kanakadri Alla, Managing Director of Golden Farm Solutions Inc, addressed session on Solar Dehydration and Drying Process of Fruits and Vegetables. Dr. L. Venkat Reddy, Domain Expert delivered session, on renewable energy includes Solar, Wind, Bio, Hydro and Waste to Energy. Mr. N. Ramachandhar, Associate Professor of BVRIT, in his session on "Solar PV Technologies and Development" In solar, high efficiency crystalline silicon solar cells of 18% efficiency was achieved in lab scale under a project at IIT, Bombay.

The feedback of the participants was encouraging the program participants to share their experiences as to how they would implement their learning in realizing their dreams. They were advised to use solar technologies in their agriculture fields at the earliest by availing financial support from respective state renewable energy development corporations.

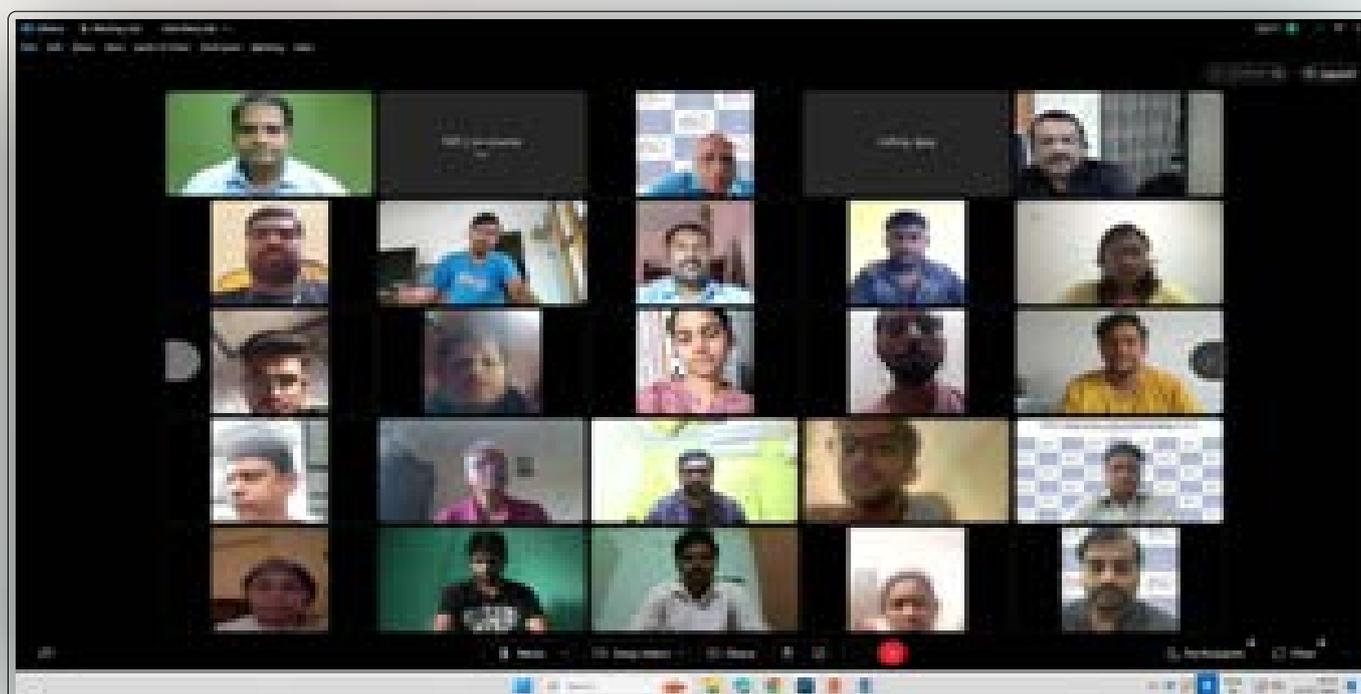


EDP on Food Processing

A 3 day Entrepreneurship Development Programme (EDP) on Food Processing was conducted from 25 to 27 July 2023. The programme is sponsored by National Institute for Agriculture Extension Management (MANAGE). Dr. Shreekant Sharma, FM, SEE and Mr. Vivek Kumar were the Programme Directors while Mr. K. Ramakiran, Young Professional, was the Programme Coordinator. The objective of the programme was to provide participants with comprehensive knowledge and skills in the field of food processing. It also aims to foster entrepreneurial spirit and equip participants with the necessary tools and strategies to establish and manage successful food processing ventures.

The programme covers a wide range of topics, including Identification of food processing opportunities, MSME schemes and government initiatives, Food safety and standards, Legal compliances for the food processing industry, Marketing and branding for food processing MSMEs, Development of food processing clusters Protecting innovative food products through IPR. Around 90 participants hailing from different disciplines, including food technology, agriculture, horticulture, dairy, banking, and rural development attended the programme. In the Inaugural Session, Dr. Shreekant Sharma, said that food processing sector is one of the sunrise sectors in India and has the potential to create millions of jobs. He also urged the participants to take advantage of the opportunities in the food processing sector and become successful entrepreneurs. The EDP is being conducted by a team of experienced faculty from ni-msme and guest faculty from FSSAI, ICRISAT, and MANAGE.

The EDP is expected to provide participants with the knowledge and skills they need to start and manage successful food processing businesses. It is also expected to help them identify opportunities and access Government Schemes and initiatives to support their businesses.



Visits of Director General

Dr. S. Glory Swarupa, Director General, ni-msme delivered a presentation on the progress and vision of **ni-msme** to Hon'ble Union Minister for MSME, Shri Narayan Tatu Rane in the Review Meeting at Udyog Bhawan, New Delhi on 13 July 2023.



DG, **ni-msme** attended a networking session as Lead Presenter in Global Plenary on Inclusive Entrepreneurship Summit - In conversation with Young Entrepreneurs. Organized by BYST and Futurpreneur, G20 YEA Canada at New Delhi.



Dr. S. Glory Swarupa, Director General, ni-msme and Mr. Jayesh Ranjan, IAS, Principal Secretary, Department of Information Technology, Electronics & Communications (ITE&C) and Department of Industries & Commerce have participated in the workshop on Reflection Learning at ni-msme campus on 05 July 2023 organized by Indian Institute of Management (IIM), Udaipur for the Mahatma Gandhi National Fellowship (MGNF) Fellows.



UNIDO team discussed with the Director General, **ni-msme** on implementation of best available techniques and operating practices for thermal energy optimization & industrial boiler efficiency.



Dr. S. Glory Swarupa, Director General, **ni-msme** graced as Chief Guest for the Agriculture Customer Meet Organized by Punjab National Bank (PNB), Hyderabad at **ni-msme** Campus are handed over loan cheques.



Dr. S. Glory Swarupa, Director General, **ni-msme** and Mr. K. Surya Prakash Goud, Faculty Member participated in High Level Knowledge Workshop on Sustainable Energy and Environmental Solutions for the Goa Industries at Panaji, Goa on 28 July 2023. Dr. S. Glory Swarupa interacted on ni-msme interventions on energy efficiency and promotion of innovation including upskilling.



Dr. S. Glory Swarupa, Director General, **ni-msme** made detailed presentation about **ni-msme** in Review Meeting on 31 July 2023 at New Delhi Chaired by Hon'ble Union Minister, MSME, Govt. of India.



Director General, **ni-msme** has been invited as Screening Committee Member for LEAPS 2023 at Vanija Bhawan, New Delhi on 27 July 2023. The Department for Promotion of Industry and Internal Trade (DPIIT) is organizing the first edition of LEAPS (Logistics Excellence, Advancement and Performance Shield). It is a flagship initiative by the Logistics Division of DPIIT to create a new benchmark in India, as well as globally, by recognizing players in the logistics sector, along with MSMEs, startups and other sector enablers who have been providing innovative solutions across the logistics ecosystem for 'MSMEs Category', 'Core Logistics Category' and 'Special Category & Institutions Category' to evaluate the application.



Mr. Challa Sai

Trainee of offline ESDP in Search Engine Marketing Executive

I did Search Engine Marketing Executive Course at **ni-msme** under Ministry of MSME, Govt. of India. I got lot of knowledge regarding SEM, SMM, SEO, Keyword Research using Google Keyword Planner Tool, Canva for Designing, Wix for creating Websites and Landing Page etc., all these valuable knowledge will be surely beneficiary for me now and for my future career.



Ms. Godishala Prasanna

Trainee of offline ESDP in Editor

The Editor course was an enriching experience for me as a student. I learned essential editing techniques, software skills and gained hands-on experience through practical projects. The course instructors were knowledgeable and supportive, guided me to develop a strong foundation in video editing.



Mr. Potlapalli Vijay Kumar

Trainee of offline ESDP in Animator

I did Animator Course at **ni-msme** under Ministry of MSME, Govt of India. I would like to thank **ni-msme** for providing this opportunity. I got knowledge of 2D & 3D Animation, Motion Graphics, Building a Portfolio and Demo Reel. This training helped me to groom the skills and acquire a job at I-News, Hyderabad with a salary of 15K per month as a beginner.

Our Journals

Journal of Innovation, Entrepreneurship, Management and Skill Development (JIEMS)
<https://nimsme.org/journals>

JIEMS

Journal of
Innovation
Entrepreneurship
Management &
Skill Development



Small Enterprises Development, Management & Extension (SEDME) Journal
<https://nimsme.org/journals>

Sedme

Small Enterprises Development,
Management & Extension Journal

A worldwide window on MSME studies

Our Social Presence



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