

# ni-msme News Corner (NNC)



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

## State Level Vendor Development Programme for SC/ST Entrepreneurs



The National Small Industries Corporation (NSIC), Hyderabad operating under the aegis of the Ministry of Micro, Small and Medium Enterprises (MSME), Govt. of India successfully hosted a State Level Vendor Development Programme (VDP) exclusively for SC/ST entrepreneurs on 26 May 2025 at DJ Bhawan, located on the ni-msme campus, Hyderabad.

This impactful initiative was designed to bolster market access for entrepreneurs from Scheduled Castes and Scheduled Tribes by facilitating meaningful engagement with Central Public Sector Enterprises (CPSEs), while simultaneously creating awareness around public procurement policies and vendor registration processes.

The event was inaugurated with great enthusiasm through a ceremonial lighting of the lamp, setting a dignified tone for the proceedings. Dr. Ashutosh A. Murkute extended a warm welcome to all attendees, paving the way for an inspiring keynote address by Smt. Mercy Epao, Joint Secretary, Ministry of MSME. She underscored the Government's steadfast commitment to inclusive economic growth and the empowerment of SC/ST entrepreneurs. The Inaugural Address was delivered by Shri Jitan Ram Manjhi, Hon'ble Minister of



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MSME, who emphasized the critical role that vendor development platforms play in unlocking procurement opportunities for historically marginalized communities. Shri Umesh Dixit, General Manager, National SC/ST Hub (NSSH), concluded the morning session with a heartfelt vote of thanks. The event saw an enthusiastic turnout, with 120 SC/ST entrepreneurs in attendance. Among them were notable enterprises such as Suresh Industries, Micron Engineering Enterprises, Exodrone Systems, Swarnalatha Creations, and Alpha Design Technologies Pvt. Ltd., all of whom showcased their innovative products and solutions during the exhibition segment.



The post-lunch technical sessions featured high-impact discussions led by procurement leaders from prominent CPSEs, including Hindustan Petroleum Corporation Ltd. (HPCL), Power Grid Corporation of India Ltd., Hindustan Aeronautics Limited (HAL), Bharat Heavy Electricals Limited (BHEL) and NMDC. These senior officials shared deep insights into vendor registration procedures, procurement protocols, and the wide array of business opportunities available for SC/ST entrepreneurs within the public sector landscape.

Special addresses were delivered by Shri V. Suresh Babu, Zonal General Manager, NSIC Hyderabad; Shri Umesh Dixit, GM, NSSH, Head Office and Shri S. Suresh, NSSHO Head, Hyderabad. Their sessions included a comprehensive overview of the National SC/ST Hub's mission and achievements. To date, the Hub has conducted 63 State Vendor Development Programmes and awareness events, benefiting over 9,000 SC/ST-owned MSMEs. Noteworthy milestones include onboarding over 100 enterprises on the Government e-Marketplace (GeM), facilitating banking access for around 260 units, and supporting approximately 255 MSMEs in participating in government tenders.

The programme concluded with an engaging and interactive Q&A session, where entrepreneurs had the opportunity to directly engage with PSU representatives and clarify their queries. The final vote of thanks was presented by Shri S. Suresh, NSSHO Head, Hyderabad, bringing the day's proceedings to a meaningful close. The programme was skillfully coordinated by the School of Enterprise Management at ni-msme and proved to be a dynamic platform for SC/ST entrepreneurs to deepen their understanding of the public procurement ecosystem, explore tangible business prospects, and forge valuable connections within the government procurement framework.





on 26 May 2025, Hon'ble Union Minister of MSME inaugurated the renovated block-C Guest House "Chikankari", which is a five decade old building established during earlier days of ni-msme.

On 27 May 2025 during the second day of visit Shri Jitan Ram Manjhi, Hon'ble Minister for MSME, Ms. Mercy Epao, Joint Secretary (SME), and Dr. Ashutosh Murkute, Director General of ni-msme visited ni-msme vacant lands for establishment of National Centre for Facilitation of Exports and Technology by MoMSME. He interacted with MSME officials and conducted review of ni-msme, MSME DFO, NSIC and KVIC discussing crucial strategies for MSME promotion and development. A major highlight was unveiling "Impact Assessment Report" of Self-Employment and Entrepreneurship Development Program (EDP) implemented in Odisha.



The project was led by Odisha Skill Development Authority and the World Skill Center, with funding support from the Asian Development Bank, and implemented by Palladium. ni-msme conducted the independent assessment to validate the outcomes of this first-of-its-kind initiative focused on empowering women, youth, and marginalized communities through structured entrepreneurship support. An abstract book of "National Conference on Advancing Green Finance: Driving Innovation and Transforming Investments for a Sustainable Economy" was launched by the dignitaries.

The Hon'ble Minister delivered keynote address, emphasizing the Government's ongoing support in facilitating MSME growth with supportive policy frameworks. The event concluded with an interactive session, where beneficiaries shared success stories, showcasing the tangible impact of MSME initiatives on grassroots entrepreneurship in India.





## Empowering Women and Rural Youth under RAMP Scheme

In a significant stride toward fostering inclusive and equitable entrepreneurial development, the Government of Telangana unveiled the Women Acceleration Program under the Raising and Accelerating MSME Performance (RAMP) scheme, alongside the Rural Student Entrepreneurship and Skilling Initiatives.

The high-impact launch event took place in Hyderabad on 17 May 2025 and marked a transformative moment in the state's commitment to innovation-driven growth and grassroots empowerment.

The occasion was graced by the presence of Shri A. Revanth Reddy, Hon'ble Chief Minister of Telangana, and Shri D. Shridhar Babu, Hon'ble Minister for Information Technology, Electronics & Communications (ITE&C), Industries & Commerce, and Legislative Affairs, Government of Telangana. Their participation underscored the government's strategic focus on catalyzing entrepreneurship and building a robust startup ecosystem that nurtures talent from all corners of the state.

These flagship initiatives are purposefully designed to elevate women-led MSMEs and ignite entrepreneurial aspirations among rural youth. By promoting innovation, facilitating job creation, and enabling access to market-relevant skills, the programs aim to narrow the urban-rural divide and build a resilient, inclusive economy. Central to this vision is the establishment of Enterprise Development Centers across all 33 districts of Telangana, which will serve as hubs for capacity building, mentorship, and institutional support.

The National Institute for Micro, Small and Medium Enterprises (ni-msme), as a key implementation partner, is playing a pivotal role in shaping and sustaining these development centers. Representing ni-msme at the event, Mr. Tadakamalla Srinivas, Senior Consultant, shared insights into the institute's strategic interventions and its alignment with the broader objectives of the RAMP scheme. His address emphasized ni-msme's enduring commitment to empowering micro and small enterprises, strengthening rural entrepreneurship, and fostering a culture of innovation and enterprise through targeted training and capacity-building initiatives.

This launch event not only reinforced Telangana's position as a forward-thinking state in the MSME landscape but also echoed the national agenda of inclusive economic growth, gender equity, and youth empowerment.



## Screening Committee Meeting under ATI Scheme

The Ministry of Micro, Small & Medium Enterprises (MoMSME) convened the first Meeting of the Screening Committee under the ATI Scheme on 16 May 2025, conducted in hybrid mode. The session was chaired by Smt. Mercy Epao, Joint Secretary, Ministry of MSME and brought together key stakeholders to review and shape the future trajectory of skill development initiatives under the Ministry's purview. Representing the National Institute for Micro, Small and Medium Enterprises (ni-msme), Dr. E. Vijaya, Director, SEM and Ms. V. Swapna, Faculty Member, actively participated in the deliberations.



The core agenda of the meeting revolved around a comprehensive review of skill development programmes undertaken by training institutions affiliated with the Ministry. The committee assessed performance against the approved programmes for the fiscal year 2024–25, while also analyzing employment outcomes over the past three years, including the current year. This exercise aimed to evaluate the impact and effectiveness of skilling interventions in fostering sustainable livelihoods and entrepreneurship.

During the session, Ms. V. Swapna presented a detailed proposal on behalf of ni-msme, showcasing the institute's sustained achievements, employment impact, and its forward-looking training roadmap for 2025–26. The proposed programmes are strategically designed to cater to high-growth sectors such as Cyber Security, Digital Marketing, Multimedia, IT-ITeS, Apparel and Beauty & Wellness -areas that are rapidly evolving and in high demand across the industry landscape.

The presentation underscored ni-msme's unwavering commitment to excellence in skill development, with a strong emphasis on aligning training modules with emerging market needs and technological advancements. The committee appreciated the institute's consistent performance and its proactive approach in equipping India's workforce with future-ready skills.

## Written Test Conducted for Selection of EDC Coordinators

The National Institute for Micro, Small and Medium Enterprises (ni-msme) successfully conducted a written examination for the recruitment of 33 Managers and 33 Assistant Managers, who will be deployed at Enterprise Development Centers (EDCs) across all 33 districts of Telangana under the ambitious RAMP (Raising and Accelerating MSME Performance) Scheme. This strategic initiative, carried out in collaboration with Cognolabs India Pvt. Ltd., reflects ni-msme's commitment to ensuring a transparent, merit-based, and efficient recruitment process.

A total of 385 aspiring candidates appeared for the examination, which was conducted in a smooth and well-organized manner. The recruitment drive plays a crucial role in strengthening the on ground implementation of the RAMP Scheme by placing qualified professionals in each district. These professionals will be instrumental in driving the growth and development of micro, small,



and medium enterprises across the state, thereby catalyzing inclusive economic development.

With its deep-rooted expertise in training, research, and consultancy, ni-msme continues to be a key enabler of MSME advancement in Telangana. By fostering institutional capacity through such initiatives, the institute reaffirms its pivotal role in shaping a resilient and innovation-driven MSME ecosystem.



## National Conference - Navigating the Future with ESG 2.0

School of Enterprise Management (SEM) of National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad, in collaboration with Paari School of Business, SRM University AP and the Mahatma Gandhi Institute for Rural Industrialization (MGIRI), Wardha, successfully organized a two-day national conference on "Navigating the Future with ESG 2.0" on 29 to 30 May 2025. The central theme of the conference was "Advancing Green Finance: Driving Innovation and Transforming Investments for a Sustainable Economy." Dr. Manisha Kumari, Associate Faculty Member, engaged as the Programme Director.



Dr. Sravan Kumar Dube, Director, Vice-President, Bhartiya Agro-Economic Research Center graced the event as the Chief Guest. As a Distinguished Guest Prof. Manoj K Arora, Vice Chancellor, SRM University, AP and CMA TCA Shri Srinivasa Prasad, Vice-President, ICAI attended the inauguration ceremony. Started with the welcome addressed by Dr. E Vijaya, Director, SEM where Dr. Ashutosh A Murkut, Director General, ni-msme delivered keynote speech and

inauguration ended with the vote of thanks by Dr. Manisha Kumari, Conference Director & Associate Faculty Member, SEM.

The event provided a dynamic platform for scholars, policymakers, entrepreneurs, and industry leaders to exchange ideas and explore the future of Environmental, Social, and Governance (ESG) practices in India. Discussions focused on integrating sustainability into business models, policy frameworks, and financial innovation to foster long-term resilience and responsible growth. A key highlight of the conference was the technical sessions and paper presentations by researchers and students, which showcased recent advancements in ESG, sustainable finance, and environmental science. These sessions brought fresh academic perspectives to real-world challenges and opened new avenues for interdisciplinary collaboration.

The conference was sponsored by SRM University AP, the Coir Board of India and the Institute of Cost Accountants of India (ICMAI). Their sponsorship and strategic insights significantly enhanced the depth and outreach of the event, offering valuable recommendations for better ESG policy implementation and stakeholder engagement.

The event concluded with a Valedictory Session graced by Shri Sidhartha S. Tripathy, Director of Entrepreneurship at SRM University, Andhra Pradesh and Prof. Ravinder Rena, Durban University of Technology, South Africa. The session ended with a formal vote of thanks delivered by Ms. V. Swapna, Faculty Member, School of Enterprise Management. During the closing remarks, participants reaffirmed their shared commitment to advancing a greener and more inclusive economy through Innovation, ethical Governance and Sustainable Finance.





## New Entrants Assimilation Training (NEAT) Phase-I

The National Institute for Micro, Small and Medium Enterprises (ni-msme) successfully conducted the New Entrants Assimilation Training (NEAT) – Phase I from 13 to 17 May 2025 sponsored by Coromandel International Ltd., the programme brought together 26 dynamic trainees hailing from four states-Andhra Pradesh, Telangana, Karnataka & Tamil Nadu reflecting a vibrant and diverse participation from across southern India. The inaugural session was marked by the esteemed presence of Dr. Shreekant 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. All three dignitaries emphasized the institute's unwavering dedication to nurturing industry ready professionals through structured, experiential and forward thinking training programmes.

Designed as an intensive five-day engagement, the training focused on equipping new entrants with critical professional skills, domain knowledge and real-world insights essential for succeeding in the modern workplace. The curriculum spanned a wide array of topics including Team Building, Understanding the Market Environment for Agricultural Inputs, Verbal, Non-Verbal & Written Communication, Conflict Resolution and Decision Making, Customer Service & Feedback Analysis, Public Speaking, Personality Profiling and Personality Development, as well as cutting-edge modules such as Introduction to Generative AI Tools like ChatGPT and Bard. Additional sessions on Positive Thinking & Attitudinal Change, Geo-spatial Technology, Emotional Intelligence for Young Professionals, and Soil Nutrient Management further enriched the learning experience.

The sessions were led by a distinguished panel of faculty and industry experts including Dr. Shreekant Sharma, Mr. Sudheer Kumar Baride, Prof. Syed Ahmad Hussain, Mr. Vikram Duggal, Prof. K. H. Rao, Mr. Radha Krishna, Mr. Ajaya Kumar Panda, Dr. Anima Biswal and Dr. Yashavanth B. S. Their engaging and insightful delivery fostered a deeply interactive and learner-centric environment. To ensure hands-on application and enhance retention, the programme also incorporated a variety of interactive learning methods such as team-building workshops, personality profiling exercises, communication role-plays, emotional intelligence simulations, customer service scenarios, and public speaking drills.

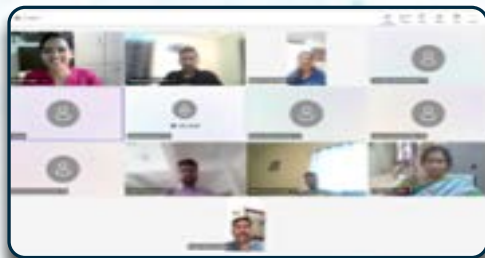
Complementing the academic rigor, a suite of extracurricular activities including a spirited volleyball match, a vibrant cultural evening, and rejuvenating yoga sessions offered participants the chance to bond, relax and reflect in a more informal and enjoyable setting. The programme culminated in a feedback session and a formal valedictory ceremony, during which participants shared their reflections, learning outcomes and personal growth stories from the week.

Through initiatives like NEAT, ni-msme continues to reaffirm its leadership in industry-aligned skill development, fostering a seamless transition from academic learning to professional excellence and shaping the workforce of tomorrow.



## Workshop on Bridging Research Gap: Methods and Quality Publication

The National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad, successfully conducted a three-day National Virtual Workshop on "Research Methods and Quality Publication" from 02 to 04 April 2025. Drawing participation from 20 individuals representing 15 states across India, the workshop brought together a diverse group of researchers, academicians and professionals committed to enhancing their research competencies. Under the leadership of Dr. Manisha Kumari, Associate Faculty Member, School of Enterprise Management (SEM), ni-msme, the workshop aimed to build a solid foundation in research methodology, data analysis and scholarly publication practices.



The sessions covered a wide spectrum of essential topics, including research design, hypothesis formulation, and the distinction between qualitative and quantitative approaches. Emphasis was placed on structured data collection techniques, robust sampling strategies, and maintaining academic integrity throughout the research process. Participants were guided through the nuances of academic publishing - understanding impact factors, journal indexing, peer review protocols, and how to align manuscripts with editorial expectations.

Hands-on training with analytical tools such as Jamovi for statistical analysis and Mendeley and Zotero for reference management empowered participants to navigate data interpretation and citation management with confidence. The workshop also addressed the critical importance of citation ethics and research transparency. Interactive components such as live Q&A sessions, peer discussions, and collaborative exercises fostered an engaging learning environment, enabling participants to exchange ideas and seek expert input. Feedback received from attendees highlighted high levels of satisfaction, particularly appreciating the balance of theoretical depth and practical application. This national workshop reflects ni-msme's unwavering commitment to fostering research excellence and promoting a culture of high-quality scholarly output. By equipping participants with cutting-edge tools, ethical practices, and analytical capabilities, the institute continues to play a vital role in advancing academic and professional standards within the MSME ecosystem.

## Centre for Digital Branding and Marketing



The Centre for Digital Branding and Marketing has been actively providing handholding services since January 2025. Following the first Project Monitoring and Implementation Committee (PMIC) meeting held in February 2025, the Centre has successfully conducted 9 expert sessions as part of its ongoing handholding initiatives. A District PMIC meeting was conducted in Nalgonda at NABARD Cluster Office on 30 May 2025. The meeting was headed by Mr. Sarath Muthyala, AFM, SED, ni-msme. Mr. M. Vinay Kumar, AGM, NABARD, Nalgonda Cluster and Mr. D. Ravinder Naik, Manager, NABARD, Nalgonda Cluster. A total of 12 participants representing 8 organizations attended the meeting.

The primary agenda was to review the progress of the ongoing program and to discuss outcomes, growth, challenges, and feedback from beneficiaries. Participants shared that they have begun receiving business leads through digital platforms such as WhatsApp Catalogue, WhatsApp Status, Google listing, Instagram, and Facebook. Their active engagement on these platforms has significantly improved product visibility and expanded market reach. The Centre remains committed to empowering Farmer Producer Organizations (FPOs), Self-Help Groups (SHGs), and other rural stakeholders through focused digital marketing interventions aimed at enhancing visibility, market access, and capacity building.



## Summer Internship Project (SIP) Evaluation of ICFAI MBA Students

The MBA Class of 2020 at ICFAI recently celebrated the successful culmination of their comprehensive internship program, marked by detailed project report submissions and insightful presentations held on 17 May 2025.

This year's cohort embarked on a diverse and structured practical learning journey, beginning with an intensive one-week immersion at the National Institute for Micro, Small and Medium Enterprises (ni-msme), followed by an eleven-week in-depth internship at the Bank of Baroda. The presentations eloquently demonstrated how students translated their academic knowledge into real-world business solutions encountered during their tenure at the Bank of Baroda, while the foundational week at ni-msme enriched their understanding of the MSME sector's unique challenges and opportunities. The event was graced by the esteemed presence of the Chair of CFI and Dr. C. G. Sastry, Vertical Head of CFI, underscoring ICFAI's strong commitment to integrating industry exposure and hands-on training as essential pillars of its management education.



## Representation in TOLIC (CGO-1), Hyderabad Meeting

Dr. Shirish Prabhakar Kulkarni, Hindi Translator participated in the 16 half yearly Meeting of Town Official Language Committee (CGO-1). Hyderabad. Conducted on 30th April 2025. The meeting was presided by Dr. Iftikhar Munshi, President TOLIC & Director, National Research Institute of Unani Medicine for Skin Disorders, A.G. Colony Road, Erragadda, Hyderabad. Shri Anirban Kumar Viswas, Asst. Director (Implementation), Regional Office



Bangaluru, Dept. of Official Language, Ministry of Home Affairs was the Chief Guest and Shri Suraj D. Patbhaje, Joint Director General, GSI, South Region, Hyderabad was the Guest of Honour on this occasion.





## Virtual Training Programme on Promotion & Development of MSMEs

The National Institute for Micro, Small and Medium Enterprises (ni-msme) has launched a Virtual Training Programme on the Promotion and Development of MSMEs, specifically designed for field-level officials from the state of Assam. Held from 26 May to 05 June 2025, this initiative underscores ni-msme's continued commitment to building institutional capacity at the grassroots level to accelerate MSME growth under the ambit of the RAMP (Raising and Accelerating MSME Performance) Scheme.



The programme was officially inaugurated by Mr. K. S. P. Goud, Director, School of Enterprise Development (SED), who addressed the participants with an inspiring message on the critical role that empowered and well-equipped field officials play in translating policy into meaningful, on-ground impact. He emphasized that strengthening institutional capacities is key to realizing the objectives of the RAMP Scheme and fostering sustainable MSME development in Assam.

Assam, with its rich natural resources and strategic geographic location as the gateway to Northeast India and Southeast Asia, presents a unique and untapped opportunity for industrial expansion and entrepreneurial growth. Recognizing this potential, ni-msme, in collaboration with the Assam Small Industries Development Corporation (ASIDC), has initiated this focused training programme to align the capabilities of field officers with the state's evolving industrial landscape. The training is carefully curated to equip officials with a blend of technical expertise and soft skills, enhancing their effectiveness in implementing the RAMP Scheme. The curriculum is closely aligned with Assam's Industrial Policy and the broader national MSME agenda, covering a wide range of vital themes including innovation, incubation, entrepreneurship development, Central and State MSME schemes, TReDS (Trade Receivables Discounting System), finance facilitation, market linkages-both domestic and international-procurement procedures, e-tendering processes, and emerging technologies. By fostering a deeper understanding of these key areas, the programme aims to empower field officers as catalysts of change, capable of driving MSME transformation and contributing to inclusive, region-specific economic growth.

## Financial Literacy Session Empowers Investors

On 15 May 2025, a pivotal Investor Education and Awareness Initiative was successfully conducted at the esteemed ni-msme training building, room number 103. This impactful session was organized through a collaborative effort led by the Centre for Financial Inclusion (CFI) and expertly facilitated by Mr. Avijit Majumder, a seasoned professional from CEET, the respected training division of the Centre for Investors Education and Learning (CIEL). This initiative represents a significant milestone driven by the combined vision of the Securities and Exchange Board of India (SEBI), India's premier financial market regulator, and the Association of Mutual Funds of India (AMFI). Acknowledging the urgent need to enhance financial literacy nationwide, SEBI and AMFI have partnered to empower citizens with vital insights into financial planning and investment fundamentals. The program was thoughtfully designed to simplify complex financial concepts and equip participants with the knowledge and tools required to make confident, informed investment decisions.





## Research Paper Publication by Faculty



Dr. Manisha Kumari, Associate Faculty Member at the School of Enterprise Management (SEM), in collaboration with research scholars from SRM University AP, has published a significant research article titled "Corporate Social Responsibility (CSR) and Corporate Financial Performance (CFP): A Panel Data Analysis of BSE 500 Companies in India" in Discover Sustainability, a SCOPUS Q1 journal with an impact factor of 2.4. The study rigorously examines the relationship between CSR initiatives and the financial performance of Indian firms listed within the BSE 500 index.

The research paper highlights CSR as a pivotal element in today's corporate landscape, underscoring its role in promoting ethical business conduct, sustainable development, and societal welfare. In the Indian context, CSR assumes heightened importance due to statutory requirements under the Companies Act of 2013, which mandates firms to allocate a portion of their profits towards socially responsible activities. These efforts align corporate objectives with broader national priorities such as education, healthcare, and environmental sustainability. The research further emphasizes CSR's critical role in addressing climate change challenges, particularly in a vulnerable country like India. Through contributions to reforestation, renewable energy adoption, and community resilience projects, companies actively support India's commitments to international climate agreements such as the Paris Accord and the nation's net-zero ambitions.

The study employed an explanatory research design, analyzing data from the annual reports of 204 Indian companies spanning 2016 to 2023, resulting in a comprehensive dataset of 1,632 observations. Interestingly, the findings reveal that CSR activities do not have a statistically significant impact on corporate financial performance. This outcome offers several important policy implications. It suggests that policymakers should develop frameworks that better integrate CSR initiatives with core business strategies to ensure these activities generate both social value and economic returns. There is also a pressing need to increase stakeholder awareness and engagement, thereby enhancing the market's valuation of CSR efforts. Furthermore, regulatory bodies could incentivize innovative and sustainable CSR projects that deliver tangible social and financial benefits. Lastly, improving transparency and standardizing CSR reporting practices would help bridge the perceived gap between CSR investments and their measurable financial outcomes, fostering greater accountability and impact in the corporate sector.

Full article can be accessed using link:

<https://link.springer.com/article/10.1007/s43621-025-01113-z>

## Special Programme on World Bee Day

National Institute for Micro Small and Medium Enterprises is organising a special Programme on occasion of World Bee Day on 20th May 2025 at 11.00 AM at ni-msme campus. The Programme is being conducted as per the guidelines of the National Bee Board, Department of Agriculture and Farmers welfare under National Beekeeping and Honey Mission. The purpose of the programme is to create awareness among public in general and farmers about importance of bees and pollinators for humanity, contribution to sustainable development in the light of food security.





## BizIgnite Presented to Hon'ble Minister and Senior Officials of MSME

As a proud Knowledge Partner, ni-msme recently presented BizIgnite magazine to Shri Jitan Ram Manjhi, Hon'ble Minister of MSME, GoI, and Smt. Mercy Epao, Joint Secretary, Ministry of MSME, GoI, along with Dr. Ashutosh A. Murkute, Director General, ni-msme, and Dr. Shreekanth Sharma, Director, School of Enterprise Extension (SEE), ni-msme. The presentation highlighted BizIgnite's mission to bridge the gap between policy and practice by delivering actionable insights, government scheme updates, technology trends, and MSME success stories. The Hon'ble dignitaries appreciated the effort to create a credible and accessible knowledge platform for India's growing MSME ecosystem. They emphasized the importance of such initiatives in enhancing awareness, capacity building, and visibility for grassroots entrepreneurs. This milestone strengthens our shared vision of empowering India's MSME sector through timely, credible, and impactful knowledge — contributing to the broader vision of Viksit Bharat 2047.



## Empowering DNT SHGs through Livelihood Interventions



Shri K. S. P. Goud, Director of the School of Enterprise Development (SED) at ni-msme, recently undertook a field visit to the Tirupati and Chittoor districts of Andhra Pradesh to assess the progress and impact of livelihood initiatives among Denotified Tribes (DNT) Self-Help Groups (SHGs). During the visit, he engaged in meaningful interactions with representatives from the Tribal, SC and BC Welfare Departments, bankers and SHG members. The review included meticulous verification of project

documentation and evaluation of ongoing convergence efforts among various departments and stakeholders.

As part of the visit, Shri Goud inaugurated a series of micro-enterprises established with support from the Revolving Fund. These included petty shops, riffin centers, flour mills, and vegetable outlets operated by SHGs such as Vennelakanti Raghavayya, Girijana Mahila Shakti, Swechha, and Savitribai Phule DNT SHG. Commending the entrepreneurial spirit of these groups, he emphasized the need for robust SHG institutional building, the scaling up of existing businesses, and the promotion of in house raw material production to enhance income generation and economic sustainability.

Strategic discussions were also held regarding the possibility of sending group leaders and Cluster Coordination Professionals (CCPs) or District Coordination Professionals (DCPs) to ni-msme Hyderabad for advanced training in enterprise development and capacity building. Shri Goud urged all concerned departments to prioritize DNT communities in areas such as skill development, access to banking services, and timely issuance of caste certificates.

He specifically called upon the BC Welfare Department to facilitate bank account openings and skill training initiatives, while requesting the Social Welfare Department (SC Corporation) to support SHGs in account facilitation and linkage processes. The visit underscored the critical need for integrated, inter-departmental collaboration to transform DNT SHGs into viable, self-sustaining rural enterprises and to ensure their long-term socio-economic empowerment.





## PMKVY 4.0 Short Term Training (STT)

**ni-msme** is actively delivering Skill Development Training under the PMKVY 4.0 Short Term Training Programme (STT) beyond its campus premises. In line with the new targets set for Telangana for the financial year 2024–25, three fresh batches commenced on 24 March 2025 at Sri Indu College, Ibrahimpatnam. These sessions have attracted a total enrollment of 105 candidates, all pursuing the “IoT Software Analyst” course, reflecting a strong interest in emerging technologies and the institute’s commitment to fostering industry-relevant skills in the region.



## PMKVY 4.0 Special Project in NER



The National Institute for Micro, Small and Medium Enterprises (**ni-msme**) is actively implementing Skill Development Programmes across the Northeast Region including Assam, Meghalaya, Tripura, Mizoram, Nagaland and Arunachal Pradesh under the PMKVY 4.0 Special Projects, generously sponsored by the National Skill Development Corporation (NSDC).

Among these initiatives, the Mushroom Grower program stands out, offering hands-on training in key cultivation techniques such as spawn preparation, substrate management, and harvesting.

This comprehensive training is designed to equip participants with the practical skills needed to pursue self-employment through small-scale mushroom farming, fostering entrepreneurship and livelihood opportunities in the region.

Notably, the assessment for Batch ID 2469799 was successfully conducted in Meghalaya on 19 May 2025, marking a significant milestone in the program’s ongoing efforts to empower local communities through skill enhancement.





## Empowering Ayurveda Research through Digital Innovation: Dr. Renu Rathi and DigiAyu Mastery

Dr. Renu Rathi, a distinguished Ayurvedic Pediatrician, Research Mentor, and Digital Coach, has embarked on a transformative journey with the launch of her visionary startup, "DigiAyu Mastery," dedicated to empowering Ayurveda scholars across India and beyond.



With over 23 years of academic and clinical expertise, Dr. Rathi masterfully integrates the ancient principles of Ayurveda with contemporary research methodologies and cutting-edge digital education tools, fostering a culture of evidence-based practice within traditional medicine. What started as a personal endeavor offering one-on-one consultations and digital coaching to undergraduate, postgraduate and Ph.D. scholars, as well as Ayurveda practitioners, has now evolved into a structured and impactful enterprise.

Registered under the MSME Udyam portal, DigiAyu Mastery provides expert guidance in vital areas including research methodology, biostatistics, synopsis and thesis writing, systematic reviews, meta-analyses, and copyright documentation.

In a short span, the initiative has generated over Rs.1,00,000 in revenue, reflecting the trust and growing demand for research-oriented education within the Ayurveda community. This success is underpinned by Dr. Rathi's impressive academic portfolio, boasting over 200 published research papers, 15 copyrights, and numerous eBooks and print publications designed for self-paced learning. Looking ahead, DigiAyu Mastery plans to expand its digital offerings by launching templates, mind maps, newsletters, and blogs, establishing itself as a comprehensive digital hub for Ayurveda research education.

Dr. Rathi acknowledges that MSME registration has been instrumental in enhancing the startup's visibility, credibility, and networking potential, opening avenues for collaborations with scholars and institutions while solidifying its position within the entrepreneurial ecosystem.

Her initiative continues to thrive with steadfast support from Mahatma Gandhi Ayurved College, Hospital & Research Centre, Salod (Wardha), where she serves in the Department of Kaumarbhritya (Ayurvedic Pediatrics). This academic environment has been crucial in nurturing her vision and translating it into meaningful real-world impact.

Today, DigiAyu Mastery stands not merely as a startup but as a movement dedicated to cultivating a research-driven mindset, empowering Ayurveda students, and bridging traditional knowledge with modern scientific inquiry. Dr. Rathi expresses heartfelt gratitude to ni-msme and NCISM for their unwavering support in shaping this initiative, firmly believing that with the right mentorship, tools, and platforms, India is poised to become a global leader in Ayurveda-based scientific research.

Dr. Renu has established a strong digital presence to connect with the wider community:

**Website:** [www.drrennuraathi.com](http://www.drrennuraathi.com)

**Instagram:** @drrenurathi

**Mobile/WhatsApp:** 9359946415



## From Student to Startup: The Inspiring Journey of Mr. Kapil Dev Verma



Ayurveda, India's timeless healing tradition, continues to thrive in contemporary times thanks to the dedication of passionate individuals like Mr. Kapil Dev Verma, a final-year student at Government Ayurveda College, Kannur, Kerala (Pariyaram).

His remarkable journey—from a curious learner to an emerging Ayurvedic medicine manufacturer—exemplifies perseverance, innovation, and a profound commitment to holistic wellness. Originally from Sultanpur, Uttar Pradesh, Mr. Kapil's fascination with

Ayurveda was kindled early in life by his grandmother, a local herbal enthusiast who introduced him to the rich world of medicinal plants.

Inspired by her wisdom, he pursued formal education in Ayurveda at one of Kerala's esteemed institutions, immersing himself not only in academics but also gaining practical insights through engagement with an Ayurvedic manufacturing company.

Witnessing firsthand the inefficiencies in the transition from traditional to modern practices, he was motivated to envision a more integrated and streamlined approach. Encouraged by his mentors and the supportive faculty at Kannur Ayurveda College, his entrepreneurial vision began to take root.

Following his participation in the "Training of Trainers on Entrepreneurship Development (ToT-ED)" program organized by ni-msme and sponsored by NCISM for Ayurvedic faculty, Mr. Kapil received further guidance through the college's Entrepreneurship Cell, which inspired him to channel his passion into a serious business endeavor. This led to the establishment of "Deva Vaidya Shala" in 2023, his own Ayurvedic medicine initiative.

Starting modestly with the production of Murivenna oil—a traditional Kerala formulation renowned for its potent wound-healing, anti-inflammatory, and analgesic properties—he steadily expanded his product range to include Chyavanprash, Haridrakhand, Vasavaleha, and Tulsi Arka. Despite still being a student, Mr. Kapil has successfully launched his products through the Kannur Ayurveda College Society, maintaining a small-scale yet high-quality production line.

His journey has faced numerous challenges, including limited financial resources, consumer skepticism, and the delicate balance of managing academics alongside entrepreneurship. Nevertheless, his resilience prevailed as he self-financed his venture and collaborated with local organic farmers in Kannur to ensure the authenticity and superior quality of his ingredients.

Mr. Kapil's unwavering dedication to quality, authenticity, and ethical sourcing has earned him a loyal and growing customer base. His vision is to scale up his enterprise, diversify his product portfolio, and bridge Ayurveda with contemporary wellness research, thereby contributing to its global recognition as a credible healthcare system.

His inspiring story underscores the transformative power of entrepreneurial spirit coupled with institutional mentorship in nurturing student-led startups. Mr. Kapil Dev Verma's journey stands as a beacon of inspiration for aspiring Ayurveda professionals across India, demonstrating that with passion, perseverance, and purposeful action, dreams can indeed be transformed into reality.



## Expert Lecture on AI

The National Institute for Micro, Small and Medium Enterprises (**ni-msme**) successfully organized a dynamic masterclass titled "AI Essentials" on 14 May 2025, in collaboration with Pragya Consulting. Designed to empower faculty and staff with accessible, high-impact AI tools, the session provided a practical introduction to leveraging artificial intelligence for enhanced productivity, innovation and decision-making within the MSME sector.



In a crisp and engaging 60-minute session, participants were introduced to the fundamental differences between predictive and generative AI, setting the stage for real-time demonstrations of five powerful tools. These included Perplexity for generating quick, citation-backed policy insights; Elicit for converting reports into actionable tables; Grammarly for refining written communication; ElevenLabs for producing bilingual voiceovers and Google Notebook LM for Managing Research and task organization with ease. A hands-on challenge showcased how tasks such as memo drafting, policy research, and document summarization could be completed in nearly half the time using these AI applications.

The session culminated in a vibrant brainstorming discussion on how AI can be strategically applied to areas like MSME funding-readiness, compliance monitoring, and administrative efficiency. The initiative reaffirmed ni-msme's dedication to staying at the forefront of technological innovation for the benefit of the MSME ecosystem.

ni-msme extends its sincere appreciation to Pragya Consulting for facilitating this insightful and forward-thinking session. The masterclass was expertly coordinated by Mr. Devan Sai Gudela, Faculty Associate, School of Enterprise Extension (SEE), ni-msme, whose efforts contributed to the programme's success.



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Yousufguda, Hyderabad 500 045, India. Phone: 040-23633260 | e-mail: ar@nimsme.gov.in | www. nimsme.gov.in