

# ni-msme News Corner (NNC)



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

## Marketing Officers Resurgence & Excellence (MORE) Programme



ni-msme successfully conducted the Level 3 Training Programme on "Marketing Officers Resurgence & Excellence (MORE)" from 13 to 17 October 2025 sponsored by Coromandel International Limited (CIL). Designed as part of the ongoing Capacity Building Series following NEAT Phase-I and Phase-II, the programme aimed to enhance the Strategic, Analytical and Leadership Competencies of Coromandel's marketing officers.

A total of 28 participants from Five states took part in the week-long sessions held at the **ni-msme** campus in Hyderabad. The programme featured an engaging blend of lectures, discussions and experiential learning facilitated by expert faculty, focusing on contemporary marketing strategies, leadership development, data analytics and organizational excellence. The inaugural session was graced by Shri Sujat Kumar M, Senior AVP – Sales & Marketing, CIL; Shri Sudheer Kumar Baride, AGM & Head – Learning & Development, CIL and Dr. Shreekanth Sharma, Director, School of Entrepreneurship and Extension (SEE), ni-msme.

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## Induction Training Programme for Newly Recruited IEDS Officers

The Induction Training Programme for newly recruited Assistant Directors (Grade I & II) of the Indian Enterprise Development Service (IEDS) was organized by the Office of the Development Commissioner (MSME) and coordinated by ni-msme, Hyderabad, from 6 to 21 October 2025.

The programme commenced with an inaugural session at the Dr. Ambedkar International Centre, New Delhi, followed by an intensive two-week residential training at the IIT Roorkee – Greater Noida Extension Centre (GNEC). A total of 64 officers participated in the programme aimed at familiarizing them with MSME policies, flagship schemes, and key administrative processes.



Eminent speakers from leading institutions including the MoMSME, NSIC, SIDBI, BIS & UNIDO delivered sessions on a wide range of topics such as Public Procurement, PM Vishwakarma, PMEGP, RAMP and ZED Certification.

A highlight of the programme was an interactive session on “MSME for Viksit Bharat” by Dr. V. Anantha Nageswaran, Chief Economic Advisor, GoI. Dr. Nageswaran provided deep insights into evolving geopolitical dynamics, macroeconomic trends and policy priorities, explained their implications for MSME growth in India.

Dr. Ashutosh A. Murkute, Director General, ni-msme, conducted a detailed session on “About ni-msme, MGIRI, and Other Initiatives for MSMEs.” He outlined the mandates, research activities, and training programmes undertaken by ni-msme and MGIRI, emphasizing their contributions to entrepreneurship development, rural industrialization, sustainable technologies, and capacity-building. Sharing a real-life success story on the revival of pottery enterprises, Dr. Murkute inspired the newly inducted officers to pursue innovation-driven development.

Practical exposure formed a key component of the programme. Field visits to the MSME Testing Centre, NSIC – Okhla and the Technology Centre – Bhiwadi provided participants with valuable insights into MSME operations and technology-based interventions. Additionally, sessions on financial rules, e-office procedures, vigilance matters, project appraisal, and ethics in governance enhanced their administrative and managerial competence. The valedictory session was graced by Dr. Rajneesh, Additional Secretary & Development Commissioner (MSME) and Shri S. C. L. Das, Secretary, MoMSME. Both dignitaries lauded the officers’ enthusiasm and urged them to contribute with integrity, innovation, and a spirit of service to the nation’s MSME growth and economic transformation.



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The valedictory ceremony was attended by Mr. Priyatham Swamy, AGM – Brand Management & Marketing, CIL, and Mr. Vaibhav Rathi, AGM – Fertilizers Portfolio Management, CIL, along with Programme Directors Shri Sudheer Kumar Baride, Dr. Shreekanth Sharma, and Mr. Gudela Devan Sai, who commended the participants for their active engagement, enthusiasm, and commitment to professional growth. Through initiatives like MORE, ni-msme continues to reaffirm its mission to nurture talent and strengthen organizational capabilities through innovative and multidisciplinary learning interventions.

## Swachhata Hi Seva

The Swachhata Special Campaign 5.0 (02 to 31 October 2025) galvanized under the visionary guidance of the Hon'ble Prime Minister Shri Narendra Modi Ji swept across the campus, echoing a national call to action for reducing work-related backlog, rejuvenating administrative practices and optimizing office spaces for the future. Designed and directed by the Department of Administrative Reforms and Public Grievances (DARPG), the campaign put a spotlight on sustainable hygiene, effective waste management and the promise of technology to unlock new efficiencies in Government functioning.

**Launching the Clean Sweep:** Awareness and Leadership - The momentum at ni-msme was palpable from day one every faculty member, staff, student and stakeholder became a collaborator in the mission to elevate standards of cleanliness in every corner. Under the dynamic leadership of Mr. Vivek Kumar, the institute orchestrated an enlightening awareness event titled "Importance of Swachhata in Daily Life." The session rekindled the collective spirit of well-being and gave context to the larger campaign narrative: that cleanliness is not simply a duty, but a way of being.

**Innovating for Impact: Sustainable Practices in Action** - Guided by this ethos, a series of innovative initiatives unfolded throughout the month. The campus bore witness to thorough cleanliness drives and rejuvenated critical infrastructure including rainwater harvesting installations to foster environmental harmony.

A conscious, strategic effort addressed the prevalence of polythene and plastic bottles, paving the way for a plastic-free, eco-friendly learning and working environment. Collaboration with Helping Society Foundation amplified the campaign, as compost pits crafted from fallen leaves, herbs, and cut shrubs became symbols of green ingenuity, steering clear of harmful waste incineration. Spotlight was cast on "Bio Char" (Kaala Heera), a concept championing wealth from waste by converting fallen tree branches into valuable resources, thus closing the loop on nature's cycle right on institute grounds.

**Collective Participation, Lasting Recognition** - What truly set this campaign apart was the inclusive engagement across all departments. Faculty, staff, caretakers, and visitors enthusiastically participated, their efforts lauded by peers and institutional leaders alike. Contributions from Ms. Alishala Bindu, Consultant, Horticulturalist, Dr. Sathyendra Kumar, AFM, E&C Management, Mr. Pandu Ranga, Sr. A.A and the entire campaign team, transformed a culture of ni-msme.

**A Continuing Journey:** Cleanliness Beyond Campaigns - As Swachhata Special Campaign 5.0 drew to a close, the message was clear cleanliness is next to godliness, and such endeavors must transcend campaign dates. ni-msme reaffirmed its pledge to nurture an environment where sustainable habits, hygiene, and innovative resource management are woven into the fabric of institutional life, positioning itself as a torchbearer for progress and responsibility in the MSME sector and beyond.



## Vigilance Awareness Week : Cultivating Integrity, Empowering Change

From October 27 to November 2, 2025, ni-msme, Hyderabad, stood as a beacon of ethical stewardship, uniting its workforce and academic community to commemorate Vigilance Awareness Week—a pivotal initiative resonating deeply within India’s government and MSME landscape. Established in 1962, ni-msme has steadfastly championed training, policy research, and consultancy for six decades, nurturing MSME sector resilience. This year’s Vigilance Week marked another chapter in the institute’s legacy of growth and principled governance.

**Orchestrating a Movement of Integrity** – The week commenced with an Integrity Pledge Ceremony, delivered in hybrid mode and synchronizing all employees—officers, staff, and consultants—in a shared digital and physical space. Administered through centralized directives from the Ministry of Micro, Small & Medium Enterprises (MoMSME), the pledge signified a collective commitment to honesty and transparent practices. This was further validated when an NI-MSME representative took the CVC portal-based integrity pledge, extending the reach of individual accountability to digital frontiers. Expanding the Digital Horizon – Harnessing technology, NI-MSME’s website transformed into a gateway for vigilance advocacy. Visitors were greeted by pop-up messages urging participation in the integrity pledge and guiding them to the Central Vigilance Commission portal. This digital innovation amplified public engagement and fortified ni-msme’s role as a thought leader in e-governance.

**Building Capacity for Tomorrow** – Fostering a culture of continuous learning, every officer, staff member, and consultant at the institute was encouraged to complete at least two vigilance-related courses via the iGOT portal. The impressive uptake in certificate programs—ranging from ‘Conduct of Inquiry in Disciplinary Matters’ to ‘Cyber Vigilance’ and ‘Preventative Vigilance’—showcases ni-msme’s proactive drive to embed ethical competencies in both policy and practice.

**Empowering Creative Expression** – Creativity met conscience during the Poster Drawing Competition, held on October 30th, themed “Vigilance—Our Shared Responsibility.” Judged by an expert committee, the contest celebrated artistic interpretations of integrity, with the top three entries earning Certificates of Merit and cash rewards. All participants received recognition for their commitment, reinforcing the value of collective endeavor in inspiring vigilance.

**Dialogues on Responsive Governance** – Crowning the week’s proceedings, a technical session led by Dr. Hemnath Rao, renowned academician and former dean, delivered enriching perspectives on “Shared Values for Responsive and Responsible Governance.” This ninety-minute masterclass spurred critical discourse, equipping ni-msme’s stakeholders with tools to champion transparency and accountability in their spheres of influence.

Vigilance Awareness Week at ni-msme did not conclude with the calendar; it left an indelible mark, reaffirming the institute’s commitment to ethical leadership and community engagement. The collective actions—pledges, education, creative initiatives, and thought leadership—illustrate ni-msme’s dynamic approach toward integrating vigilance with everyday practice. Looking ahead, the institute remains dedicated to nurturing a sustainable ecosystem of integrity and inclusion within the MSME sector, ensuring that vigilance is not just a mandate, but a shared, living value.



## State-Level Seminar on Scientific Beekeeping at Assam

State-Level Seminar on “Scientific Beekeeping Integrated with Oilseeds Mission” was organised at North Lakhimpur University, Assam, on 08 and 09 October 2025 by ni-msme under the sponsorship of the National Bee Board as part of the National Beekeeping and Honey Mission (NBHM). The event witnessed the participation of 221 delegates, including academicians, researchers, students, and beekeeping practitioners from various parts of Assam and neighbouring regions. The seminar aimed to promote scientific awareness and technical understanding of modern beekeeping practices aligned with the Oilseeds Mission. Dr. Tarun Chandra Taid, Head, Department of Zoology, North Lakhimpur University, elaborated on the objectives and relevance of the programme. The faculty members of the Department of Zoology, Mr. Dipul Talukdar, Dr. Sangeeta Baruah, Dr. Akash Kachari, and Dr. Shilpi Borah actively contributed to the coordination and smooth conduct of the event.



The technical sessions on 08 October 2025 were led by Dr. Bipul Saikia, Assistant Professor, Department of Zoology, NLU; Dr. Prabal Saikia, Chief Scientist, RARS, AAU, Lakhimpur; and Mr. Paresch Kalita, eminent beekeeper from Teok, Assam. On 09 October, sessions were conducted by Dr. Hiren Gogoi, Assistant Professor, Department of Zoology, Rajiv Gandhi University, Arunachal Pradesh, and Mr. Satyapran Mahanta, renowned beekeeper and trainer from Lakhimpur, Assam. An exhibition showcasing essential beekeeping equipment, diverse bee products, and practical demonstrations was also arranged to provide hands-on exposure to the participants. The seminar concluded with an interactive session and a field visit, enhancing participants’ practical understanding of scientific beekeeping techniques. The programme was directed by Dr. Shreekant Sharma, Director, SEE and Mr. V. B. Rajendra Prasad, Faculty Member, SEE.

## Capacity Building Programme on RAMP for Madhya Pradesh DIC Officers

ni-msme organized a three-day Capacity Building Programme on “Raising and Accelerating MSME Performance (RAMP)” for General Managers and Managers of the District Industries and Commerce Department from 29 to 31 October 2025. The programme aimed to create awareness about the RAMP scheme and discuss the implementation of interventions under the Strategic Investment Plan (SIP).

Bringing together 19 District Industries Centre (DIC) officers from Madhya Pradesh, the programme focused on enhancing their understanding of RAMP objectives and strengthening their capacity to drive MSME development at the district level. Conducted by the School of Enterprise Development (SED), the sessions covered key topics such as MSME policy implementation, business development strategies, financial management, and project planning under the framework of RAMP.

Interactive sessions, case studies, and group exercises encouraged experiential learning and cross-sharing of best practices among participants. As part of the training component, exposure visits were organized to T-Hub and T-Works in Hyderabad, offering participants valuable insights into India’s vibrant startup ecosystem. The visits demonstrated how innovative ideas can be translated into viable prototypes through collaboration, design thinking, and technology integration. Participants greatly appreciated these visits, noting their relevance in replicating innovation-driven initiatives within their respective districts.



The valedictory session underscored the importance of efficient on-ground implementation of RAMP initiatives. Faculty members urged participants to apply their learnings to enhance district-level support systems and strengthen MSME competitiveness in Madhya Pradesh. Participants commended the well-structured sessions, interactive format, and practical exposure opportunities provided throughout the programme. This initiative reflects ni-msme’s ongoing commitment to empowering officials, enhancing regional capacities, and fostering sustainable growth in the MSME sector under the RAMP scheme.

## NSFDC Liaison Officer Visits SEED Project

Dr. Vijayakumar Salute, Assistant General Manager from Bengaluru and Liaison Officer, NSFDC, visited Tirupati and Chittoor districts on 23 and 24 October 2025 to review the ongoing activities under the SEED Project.

During the visit, Dr. Vijayakumar interacted with 13 Self-Help Groups (SHGs) and reviewed their documentation, payment records, and other related operations. He also conducted a physical inspection of the Revolving Fund (RF) and Entry Point Activities (EPA) utilized by SHG members. His interactions provided valuable insights and guidance aimed at strengthening project implementation and promoting sustainable livelihood initiatives in the region.



## Review Meeting on Start-up Village Entrepreneurship Programme (SVEP)

A review meeting for the Start-up Village Entrepreneurship Programme (SVEP) was held on 27 September at the State Mission Management Unit (SMMU), Bengaluru, under the chairmanship of the Chief Operating Officer (COO), Karnataka State Rural Livelihood Promotion Society (KSRLPS). The meeting focused on assessing the progress of SVEP activities across the Alur, Channarayapatna, and Hunsur Blocks. Mr. K. S. P. Goud, Director, School of Enterprise Development (SED), ni-msme, participated in the review and briefed the attendees on the current status of assignments and ongoing field-level initiatives.

During the deliberations, the committee resolved to initiate Community Resource Person – Entrepreneurship Promotion (CRP-EP) training sessions and expedite the setup of Business Resource Centre (BRC) infrastructure in the identified blocks. The COO emphasized the importance of maintaining effective coordination with taluk- and district-level teams to ensure the timely execution of planned activities within the approved budget. The meeting concluded with a collective call for accelerated implementation, stronger inter-departmental collaboration, and improved monitoring mechanisms to enhance the impact of SVEP interventions.

Key participants included Mr. Anand (State Project Manager), Mr. Yallappa (State Young Professional), Ms. Surekha (Mentor), and Ms. Mangala (District Project Manager, Hassan). Young Professionals and mentors from all three blocks also took part in the discussions, reaffirming their commitment to advancing rural entrepreneurship development in Karnataka.



## Indo-Danish Collaboration on Skill Development in the Electric Vehicle (EV) Sector

In collaboration with Mentor to Impact, ni-msme, Hyderabad, organized a Workshop on the Electric Vehicle (EV) Sector in the Indian Ecosystem, aimed at developing skills and competencies essential for a balanced and future-ready energy transition.

As part of this initiative, ni-msme hosted a 13-member delegation comprising students and faculty from Denmark between 6 and 15 October 2025. The visit facilitated an exposure and cross-learning programme focused on understanding the Indian Electric Vehicle (EV) landscape. The delegates gained practical insights and hands-on experience in various aspects of EV systems, including fault detection and diagnostics, laboratory-based demonstrations, maintenance practices, testing procedures, and innovative technologies adopted within the Indian context.

The programme included field visits and technical interventions at engineering colleges, skill training institutions, and government Industrial Training Institutes (ITIs). These sessions provided delegates the opportunity to engage in live demonstrations and discussions on three-wheeler and four-wheeler EV technologies.

Throughout the visit, Danish and Indian students collaborated on problem-solving tasks and project-based learning modules, successfully blending theoretical knowledge with practical applications. The engagement further promoted cross-cultural exchange and strengthened academic collaboration between the two nations in the field of sustainable mobility.

This initiative not only deepened Indo-Danish cooperation in MSME skill development but also underscored the growing relevance of EV technology in vocational and technical education. The successful completion of the programme marked an important step forward in fostering global partnerships for sustainable technology and skill development.



## Capacity Building Programmes for SERP Officials

### **Technical Experts (DTE-EP) and Block Technical Coordinators (BTE-EP) on OSF Scheme and Enterprise Promotion Strategies:**

ni-msme successfully conducted a Capacity Building Programme for District Technical Experts (DTE-EP) and Block Technical Coordinators (BTE-EP) of the Society for Elimination of Rural Poverty (SERP), Department of Rural Development, Government of Telangana, from 15 to 17 October 2025. The programme focused on the OSF Scheme and Enterprise Promotion Strategies.

The key objective of the programme was to strengthen the capacities of officials in understanding and implementing the operational guidelines and procedures of the OSF Scheme in alignment with the expectations of the National Rural Livelihoods Mission (NRLM). The trained DTE-EPs and BTE-EPs are expected to play a pivotal role in promoting rural enterprises as envisioned under the OSF Scheme.

Participants received detailed insights on OSF Scheme components, team roles and responsibilities, identification of viable investment opportunities, project appraisal procedures, and project report preparation. The programme was directed by Dr. E. Vijaya, Director (SEM), and Mr. V. B. Rajendra Prasad, FM, SEE.



The valedictory session was graced by Shri Johnson, Director (Non-Farm), SERP Telangana, who appreciated the participants' enthusiasm and distributed certificates to the successful trainees.

### **Rural Women Entrepreneurship Development Strategies:**

ni-msme conducted a Capacity Building Programme on "Rural Women Entrepreneurship Development Strategies" for Assistant Project Managers (APMs) and Community Coordinators (CCs) of the Society for Elimination of Rural Poverty (SERP), Department of Rural Development, Government of Telangana. During October 2025, a total of 68 Assistant Project Managers and 45 Community Coordinators were trained in three batches held from 6–10 October and 27–31 October 2025. The programme aimed to enhance the capacities of APMs and CCs in fostering women's entrepreneurship and strengthening their ability to support prospective and existing entrepreneurs among rural Self-Help Groups (SHGs).

The trained officials are expected to provide continuous handholding support to rural SHGs for establishing new microenterprises as well as expanding or improving existing ones. Participants were equipped with practical knowledge on identifying viable investment opportunities, leveraging digital platforms for marketing and outreach, navigating registration and licensing procedures, and understanding various government schemes and interventions related to enterprise promotion.

The programme was directed by Dr. E. Vijaya, Director (SEM), and Mr. V. B. Rajendra Prasad, FM (SEE). Shri Johnson, Director (Non-Farm), SERP Telangana, graced the valedictory session, interacted with the participants, and distributed certificates, encouraging them to apply their learnings in empowering rural women entrepreneurs across Telangana.



## District-Level Capacity Building Programs under EDC RAMP Telangana

In a continued effort to promote entrepreneurship and strengthen the Micro, Small, and Medium Enterprises (MSME) ecosystem in Telangana, ni-msme, Hyderabad, organized six district-level awareness programs during October 2025 under the Raising and Accelerating MSME Performance (RAMP) Scheme. The initiative aimed to equip aspiring and existing entrepreneurs with knowledge of government schemes, financial assistance programs, and digital platforms that support enterprise growth and sustainability.

Officials from District Industries Centres, financial institutions, and development organizations served as resource persons, sharing insights on various flagship programs and departmental schemes.



### Key Highlights from the District Programs:



**Medchal–Malkajgiri (23 October 2025)** - A one-day awareness program on Udyam Registration was held at the Municipal Office, Medchal. The session guided micro and small entrepreneurs through the registration process under the MSME Development Act. Participants learned about the benefits of Udyam Registration, including access to government incentives, subsidies, and credit facilities. Hands-on demonstrations on online registration, documentation, and issue resolution further strengthened their understanding.

**Ranga Reddy (25 October 2025)** - An awareness session on the Government e-Marketplace (GeM) was conducted at the Mahila Samikya Office, Ibrahimpatnam. The event provided participants with practical insights on registration, product listing, bidding procedures, and compliance norms. It enabled MSMEs to explore new market opportunities by selling directly to government departments.



**Bhadradi Kothagudem (25 October 2025)** - At the Old DRDA Meeting Hall, a program focusing on the Prime Minister's Employment Generation Programme (PMEGP) and the Pradhan Mantri Mudra Yojana (PMMY) was held. Aspiring entrepreneurs received detailed guidance on application procedures, project report preparation, and fund utilization, helping them access financial assistance to start new ventures under these flagship initiatives.

**Kamareddy (28 October 2025)** - An awareness session on the Pradhan Mantri Mudra Yojana (PMMY) was conducted at the New Community Resource Center, NGOs Colony, Kamareddy, attended by 18 women participants. Senior officials from industry and banking sectors addressed participants on loan eligibility, processing, and repayment structures. The session inspired women entrepreneurs to explore self-employment opportunities and actively contribute to the MSME landscape.



**Nagarkurnool (28 October 2025)** - A program on PMEGP was organized at Kalwakurthy, generating enthusiasm among local entrepreneurs and youth. The sessions outlined the scheme's objectives, implementation process, and benefits, encouraging participants to turn business ideas into viable enterprises with government support.



**Sangareddy (28 October 2025)** - At Government College, Jogipet, a session on the PM Vishwakarma Scheme highlighted entrepreneurship awareness, banking documentation, and common reasons for loan proposal rejections.

Participants gained valuable insights into available subsidies and financial support under the scheme. Faculty members and students actively participated, and the program concluded with a group photograph commemorating its success.

**Building a Culture of Enterprise** - These district-level awareness programs collectively strengthened the entrepreneurial ecosystem by enhancing financial literacy, promoting digital inclusion, and encouraging formalization among MSMEs. Under the RAMP Scheme, ni-msme's sustained outreach efforts continue to empower entrepreneurs with the knowledge, resources, and confidence needed to build sustainable and competitive enterprises across Telangana.



## From Lab to Patent: ni-msme Helps MSME Secure HVDC Technology Grant

The Intellectual Property Facilitation Centre (IPFC) of ni-msme has added another milestone to its record with the grant of a patent facilitated for an MSME client. The patent application No. 202441093243, titled "High-Voltage Direct-Current Generation System Using a Two-Phase Segment-Wise Linear AC Voltage Generator with Simplified Rectification," filed on behalf of M/s. Veerabhadra Elite Electrodynamic Solutions LLP, has been granted Patent No. 573104 by the Indian Patent Office on 31 October 2025.

M/s. Veerabhadra Elite Electrodynamic Solutions LLP is engaged in the manufacture of electric motors, generators, transformers, and electrical distribution and control equipment. The company focuses on delivering reliable, efficient, and safe electrical solutions for the energy, automation, and infrastructure sectors. The patented invention enables the synchronization of multiple generators to produce a unidirectional High-Voltage Direct Current (HVDC) output without phase loss. The system enhances renewable energy integration, grid stability, and industrial electrification, thereby supporting India's transition toward sustainable energy technologies. This achievement underscores ni-msme's continued efforts—through its IP Facilitation Centre to promote intellectual property awareness and to support MSMEs in protecting and commercialising their innovations.



## Awareness Workshop on IPR under RAMP Scheme @ Andhra Pradesh

The Awareness Workshops on Intellectual Property Rights (IPR) were sponsored by the AP MSME Development Corporation, Government of Andhra Pradesh, under the Raising and Accelerating MSME Performance (RAMP) Scheme of the Ministry of MSME, Government of India. These workshops were organized across various locations in Andhra Pradesh during October 2025. The programmes were coordinated by Ms. V. Swapna, Faculty Member & Head, Intellectual Property Facilitation Centre (IPFC), School of Enterprise Management, ni-msme.

The Programme Details: Deaf and Dumb School, Kothakankatapalem, Bapatla District (7 October 2025); Parvathaneni Brahmayya Siddhartha College of Arts and Science Vijayawada, Siddhartha Nagar, Mogalrajpuram, NTR District (9 October 2025); Holy Family English Medium School, Guntur Ponnur Road, Sathenapalle (23 October 2025) & RDO Office, Penukonda, Sri Sathya Sai District (25 October 2025)

During October 2025, four Awareness Workshops on Intellectual Property Rights (IPR) were conducted across Andhra Pradesh, placing strong emphasis on educating the entrepreneurial, academic, and women entrepreneur communities about the importance of intellectual property protection. The sessions particularly focused on the significance of patents for emerging startup entrepreneurs, reflecting a concerted effort to foster innovation and safeguard new business ideas. While the inaugural addresses highlighted different aspects of intellectual property, all technical sessions provided a comprehensive overview of the three major IP categories—patents, trademarks, and copyrights supported by relevant practical examples to enhance understanding.

Collectively, the workshops engaged 210 participants, including a notable representation of women entrepreneurs, demonstrating significant community interest and effective outreach in promoting intellectual property awareness. Overall, the initiative successfully strengthened the IPR awareness ecosystem among MSMEs, startups, women entrepreneurs, and academic institutions across the state.



## Awareness Workshop on IPR under FaMeTN - RAMP Scheme @ Tamil Nadu

An Awareness Workshop on “Intellectual Property Rights (IPR)”, sponsored by FaMeTN under the Raising and Accelerating MSME Performance (RAMP) Scheme, was organised by Ms. V. Swapna, Faculty Member and Head, IPFC, School of Enterprise Management, ni-msme, at Pudukottai on 24 October 2025. The programme was conducted at the M.S. Swaminathan Research Foundation, coordinated by Mr. Arul on behalf of ni-msme, and attended by 51 participants.

The event was inaugurated by Mr. Kaliannan S., General Manager, DIC Pudukottai. Mr. S. Balasubramanian, IPR and Trademark Trainer, delivered an engaging session on different types of Intellectual Property Rights and filing procedures, illustrated with practical examples. He also highlighted various government incentives and support schemes available for MSMEs. The interactive session addressed participants’ queries, and attendees appreciated the valuable insights gained on protecting their brands and innovations.



## Fourth PMIC and Review Meeting

Since January 2025, the Centre for Digital Branding & Marketing (CDBM), School of Enterprise Development (SED), at ni-msme has been at the forefront of handholding support initiatives aimed at enhancing the digital capabilities of rural enterprises. Through its focused interventions, CDBM has successfully conducted 23 expert sessions, providing hands-on guidance to Farmer Producer Organisations (FPOs), Off-Farm Producer Organisations (OFPOs), Self-Help Groups (SHGs), and grassroots stakeholders. These sessions have significantly strengthened participants’ digital outreach and market engagement across rural value chains.

Continuing its mission to build resilient and digitally empowered rural enterprises, CDBM, ni-msme, organised the Fourth

Project Monitoring Implementation Committee (PMIC) and Physical Review Meeting on 29 October 2025, at the NABARD Cluster Office, Warangal. The meeting was steered by Shri Sarath Muthyala, AFM & Head – CDBM, SED, ni-msme; Shri V. Chaitanya Ravi Thanga, DDM, NABARD, Warangal Cluster; Shri L. Chandrasekhar, DDM, NABARD, Hanamkonda Cluster; and Shri J. Mahendar, Lead District Manager, SBI, Hanamkonda District.



The session witnessed active participation from twelve representatives of eight organisations. Discussions revolved around monitoring project progress, assessing outcomes and challenges, gathering grassroots-level feedback, and refining strategies for the upcoming roadmap. The meeting underlined the shared commitment of all stakeholders toward fostering innovation, inclusivity, and sustainability in rural digital transformation efforts.

## RAMP Interventions Strengthen Skill Development

The Raising and Accelerating MSME Performance (RAMP) programme in Madhya Pradesh, implemented by ni-msme, is making steady progress toward strengthening the state's MSME ecosystem. The initiative focuses on enhancing workforce skills, fostering business development, and driving sustainable economic growth. Under the guidance of Shri K. Suryaprakash Goud, Director, Skill Development Department (SED), and Mr. Vivek Kumar, Financial Manager, SED, the programme has been closely monitored and effectively coordinated to achieve tangible, high-impact outcomes.

As part of the ongoing review process, Shri K. S. P. Goud visited the Madhya Pradesh Laghu Udyog Nigam (MPLUN) and interacted with senior state officials to assess the progress of RAMP activities and explore new opportunities for enterprise development. Accompanied by Mr. Vivek Kumar, he also visited several districts to evaluate field-level implementation and the on-ground impact of the programme. The ni-msme team held extensive discussions with Mr. Anil Thagle, Nodal Officer for RAMP at MPLUN, and other officials to review ongoing initiatives and strategize upcoming interventions.



The team also engaged with Mr. Sunil from the Project Management Unit (PMU) to discuss implementation timelines and identify priority activities requiring immediate attention. A comprehensive activity plan was developed, encompassing training programmes, capacity-building workshops, and enterprise development initiatives. To ensure effective monitoring, a standardized reporting framework was also proposed for consistent tracking and evaluation across all programme components. During the recent field visit, Mr. Vivek Kumar conducted a practical workshop at the Manideep Industrial Area on 5S and Kaizen principles. The session focused on improving workplace organization, quality management, and operational efficiency, thereby equipping participants with valuable skills to enhance productivity. These capacity-building initiatives are vital in helping MSME units adopt continuous improvement practices essential for long-term competitiveness.

The RAMP initiative in Madhya Pradesh continues to advance under the active supervision of ni-msme and the SED, in close collaboration with MPLUN and other key stakeholders.



This collective effort is reinforcing the state's MSME development framework, ensuring greater efficiency, innovation, and inclusivity. With ongoing coordination, strong field engagement, and regular monitoring, RAMP is poised to further accelerate MSME growth, create employment opportunities, and strengthen the state's economic base.

## National Seminar on Scientific Beekeeping at Kashmir

National Level Seminar on “Scientific Honey Beekeeping Integrated with Oilseed Mission” commenced on 16 October 2025 at the Innovation Campus of the Islamic University of Science and Technology (IUST), Awantipora, Kashmir, J&K. The event was organised by ni-msme with sponsorship from National Bee Board as part of the National Beekeeping and Honey Mission (NBHM). The event brought together experts, policymakers, researchers, and entrepreneurs to explore the scientific, economic, and entrepreneurial dimensions of apiculture and its integration with the National Oilseed Mission. The inaugural session was graced by Shri Javid Ahmad Dar, Minister for Agriculture Production, Rural Development & Panchayati Raj, Cooperative and Election Departments, Government of Jammu and Kashmir, who was the Chief Guest on the occasion. He appreciated the initiatives in promoting innovation and entrepreneurship, particularly through programs that link science and technology to socio-economic development.



The event was presided over by Prof. Shakil A. Romshoo, Vice Chancellor, IUST, who emphasized the economic and ecological importance of beekeeping in enhancing agricultural productivity, biodiversity conservation, and improving rural livelihoods. Highlighting IUST’s innovation and entrepreneurship ecosystem, he reiterated the university’s commitment to translating ideas into impactful solutions. Prof. Romshoo noted that the region’s rich biodiversity and favourable climate provide ideal conditions for high-quality honey production, making beekeeping a high-value livelihood with strong potential for export-oriented MSME growth. Prof. Vikas Nanda, Professor at the Sant Longowal Institute of Engineering and Technology (SLIET), Punjab, spoke about recent advances in apiculture research and how technological interventions can improve honey quality and production efficiency.



Prof. Zafar U. Ahmad, Founder and CEO of the Academy for Global Business Advancement (AGBA), Washington D.C., stressed the need for branding, quality enhancement, and international promotion of Kashmiri honey to make it a globally recognized product. Prof. A. H. Moon, Dean Academic Affairs, appreciated the relevance of the seminar in linking research with practice. The program was also attended by Prof. Abdul Wahid Makhdoomi, Registrar; Deans, Directors, faculty members, and students of IUST, as well as a large number of beekeepers from different districts of Jammu and Kashmir. Prof. Parvez A. Mir, CEO, CIED-IUST Foundation, highlighted the activities of the Centre for Innovation and Entrepreneurship Development (CIED) and its role in promoting skill-based and sustainable enterprises. The program proceedings were coordinated by Dr. Ruheela Hassan, Dean Outreach, IUST. The programme was directed by Dr. Shreekant Sharma, Director, SEE and Mr. V. B. Rajendra Prasad, Faculty Member, SEE.

## ESDP Under RAMP Empower Rural Youth in Andhra Pradesh

With the aim of creating sustainable livelihood opportunities and promoting self-employment among rural and semi-urban youth, the National Institute for Micro, Small and Medium Enterprises (ni-msme), with the support of the AP MSME SC, Government of Andhra Pradesh, is conducting a series of Entrepreneurship-cum-Skill Development Programmes (ESDPs) across 12 districts under Package 1 and Package 3 of the Raising and Accelerating MSME Performance (RAMP) initiative.

Each programme extends over 20-10 days dedicated to sector-specific skill training focused on industry-relevant techniques, followed by 10 days of entrepreneurship development aimed at building business competencies and managerial confidence. ni-msme ensures quality implementation while promoting active participation from Self-Help Groups (SHGs), MSMEs, rural youth, women entrepreneurs, and members of SC/ST communities.

In the first phase, 18 batches were successfully completed, benefiting more than 540 participants through hands-on training and entrepreneurship awareness sessions. The programmes covered key trades such as Fashion Designing and Tailoring, Beauty and Wellness, Computer Fundamentals and DTP, Electrical Wiring and Motor Rewinding, Food Processing, and Bakery Training. Qualified trainers conducted sessions following standardized curricula, with continuous monitoring to ensure effective outcomes.

In October 2025, ni-msme launched 26 new batches across the districts of Kurnool, Ananthapur, Eluru, Nandyaḷ, Annamayya and Sri Sathya Sai. Each batch accommodates around 30 trainees, bringing the total to nearly 780 participants currently undergoing training. The courses are tailored to meet local skill demands, fostering both wage employment and micro-enterprise creation.

Programme inaugurations were held in coordination with District Industries Centre (DIC) officials, ni-msme coordinators, and local representatives. The events saw enthusiastic participation from community leaders, youth, and women's groups. Participants were also briefed on various MSME support schemes and entrepreneurship opportunities, motivating them to convert their newly acquired skills into viable self-employment ventures.

All training centres are equipped with adequate infrastructure, learning materials, and ni-msme-approved trainers who employ interactive and practice-oriented training methods. Attendance, documentation, and progress reporting are carried out daily to maintain transparency and ensure smooth implementation.

Through these sustained efforts, ni-msme continues to empower youth and women through skill-based education and entrepreneurship development, contributing to a vibrant and self-reliant MSME ecosystem in Andhra Pradesh under the RAMP initiative.



## Training Programme on MSME Promotion for Bihar Officials

The National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad, successfully concluded the fifth batch of its five-day training programme on “Promotion and Development of MSMEs” for officials from the Industries Department, Government of Bihar. Organized by the School of Enterprise Development (SED), the programme was held from 6 to 10 October 2025 at the ni-msme campus. A total of 43 officers participated in this batch, sponsored by the Department of Industries, Government of Bihar. The programme was directed by Mr. Vivek Kumar, Faculty Member, SED.

The comprehensive training covered a broad range of topics, including cluster development, RAMP implementation strategies, project identification and profiling, project appraisal from a banker’s perspective, financial management, and intellectual property rights. Participants also engaged in group assignments and presentations that enhanced their practical understanding of MSME promotion and policy execution.



As part of the training, exposure visits were coordinated by Mr. Duvvada Tejeswara Rao, Faculty Associate, SED. The participants visited T-Hub and T-Works, gaining first-hand insights into how innovative ideas are developed, prototyped, and scaled. The visits were highly appreciated for providing an inspiring glimpse into India’s evolving startup landscape and offering valuable experiential learning opportunities. The valedictory session, held on the concluding day, was chaired by Shri K. Suryaprakash Goud, Director, SED, ni-msme. In his address, he highlighted the growing relevance of industrial automation and urged participants to adopt technology-driven approaches to accelerate MSME growth in their respective regions. Participants expressed their appreciation for the well-structured sessions and suggested extending the programme duration for more in-depth learning. Certificates of completion were distributed during the closing ceremony.

With the successful completion of this batch, ni-msme has now concluded all five RAMP-oriented training programmes for officials of the Bihar Industries Department during the current calendar year. In total, nearly 250 officers have benefited from these capacity-building initiatives, which are strengthening Bihar’s MSME ecosystem and driving sustainable industrial development across the state.



## Ayudha Pooja @ Campus

Vijayadashami was celebrated with traditional grandeur and reverence at ni-msme on 2 October 2025. The entire ni-msme family came together to mark the auspicious occasion with festive cheer, harmony, and devotion.



All functional units of the Institute were provided with the necessary puja materials for conducting rituals in their respective departments. In the evening, employees performed puja of their work instruments, symbolizing gratitude and renewed dedication toward their professional duties. The Director General visited each unit and personally participated in the puja ceremonies, offering blessings and best wishes to the staff. Sweets were distributed to all employees in celebration of the sacred festival. Adding to the spiritual ambiance, a colorful Bathukamma arrangement adorned the premises, where women employees participated with joy and devotion, offering floral tributes to the goddess of prosperity. The celebrations concluded with a collective prayer for the welfare of the Institute and the well-being, prosperity, and unity of all members of the ni-msme family.

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