



GOLDEN JUBILEE CELEBRATIONS

Bulletin

राष्ट्रीय सूक्ष्म, लघु और मध्यम उद्यम संस्थान (निम्समे)

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Brainstorming on pharma clusters

Good health is the key to happiness, as the elders say. However, at times, in spite of great care and well-maintained discipline regarding personal habits, the health does play mischief with the human body. It is more probable in these times of technology, diminishing ecology and enhancing pollution. In such condition, a well-tested and dependable course of medicines is the best guardian that would rescue and restore our health.



A one-day workshop on Pharma Networks–Innovation & Infrastructure Development was organised by the National Institute for MSME (ni-msme), jointly with the National Institute of Pharmaceutical Education and Research (NIPER), Balanagar, Hyderabad, at the ni-msme campus on 22 Nov 12. The workshop was sponsored by the Department of Pharmaceuticals, Ministry of Chemicals & Fertilisers, Govt. of India, New Delhi.

Dr. Ahmed Kamal, Director, Indian Institute of Chemical Technology (IICT) and of NIPER-H was the chief guest of the inaugural event. Delivering the inaugural address he said, Indian pharma industry is growing at a very fast pace. It is highly fragmented, and is facing a number of problems with respect to technology upgradation, effluent treatment, low R&D investments, inadequate infrastructure, and so on. The implementation of cluster development programme will help solve the problems to a large extent. As

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Toll-Free Udyami Helpline

In a communiqué M/o MSME informed about the Udyami Helpline (a call centre for MSMEs) set up since 21 Aug 2010 accessible on a national toll-free number **1800-180-6763** on all days from 6 AM to 10 PM.

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a pilot case, the Union government has made an allocation of ₹ 50 crore per cluster, and three clusters around Hyderabad have been identified for implementation. NIPER is also developing a centre for bulk drugs research, which will be enormously useful to the enterprises. By adopting a planned approach Indian pharma industry will join the ranks of world class drug units. He had closed the address by expressing the hope that the day's deliberations would come up with useful suggestions.



Mr. Mukesh Gulati, Executive Director, Foundation for MSME Clusters, New Delhi was the guest of honour. His address was focused on the special challenges facing the micro and small units of the pharma sector and had emphasised the need for exposure of the entrepreneurs to the working of the industry across the globe. Cluster approach is eminently suitable to help the entrepreneurs cope with eco conservation and greening norms, the GMP and technology upgradation. Further he focused on the need for global pipeline linkages and inter-firm cooperation, bench-marking, and strengthening in the areas of capital flow, technology and knowledge.

Ultimately, he pointed out, it is the ability to bridge gaps and latch on to the government schemes, without repeating past mistakes, that will take the industry forward and place it among the world's top ten.

Earlier, Dr. G.U.K. Rao of ni-msme, workshop director had welcomed the dignitaries and the house. He had observed that Indian pharma sector ranked third in terms of manufacturing volume, and Hyderabad, with three clusters on its outskirts, is the major hub. This workshop was conceived as a platform for discussing the emerging technologies in the sector.



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Valediction of Programme on Promotion of Micro Finance for Officials of ARB Apex Bank, Ghana

The five week programme on Promotion of Micro Finance (29 Oct – 30 Nov 12) for ARB Apex Bank Ltd., Ghana was concluded on 30 Nov 12. This is the second programme in this financial year. In his valedictory address, Director General Mr. M. Chandrasekhar Reddy complimented the participants for their active participation and suggested to implement the learning in back home situation. He has expressed that Micro Finance is an effective channel to take the poor to a new domain of economic empowerment; position them in development strategy for anti-poverty programmes; and synergise the positive features of savings and credit habits. He opined that even other officers of different branches of the Bank be trained at ni-msme as per their positions. In responding to the participants, he assured that on invitation specialists from ni-msme will



visit their country and make a study on the implementation of developmental activities with regard to micro finance for further initiatives. Earlier, the participants expressed their views informing the programme is extremely useful and assured to implement their learnings in their back home situations. Dr. N. Srilakshmi, Registrar and Head, C-LAIMS & IPFC highlighted the importance of training programmes organised for said bank officials. Dr. G. P. Vallabh Reddy, Faculty Member (SED) and Programme Director, informed that the participants were actively participated throughout the programme by sharing their experiences including visits to several organisations during their study visits. Dr. G. U. K. Rao, Director (SED) suggested to implement the schemes of

State and Central Government of India related with the rural poor up- liftment in the areas of skill development and appropriate technologies as presently the services provided to rural poor at apex level in Ghana. The certificates were awarded by the Director General to the participants on their successful completion of the programme.

The event was concluded with the vote of thanks proposed by Dr. Vallabh Reddy. ✧

From the Director General's Desk

Crossing the millennium gate



I have been reminiscing about the history of this Institute in this column. Moving through the winding path, we have now reached the threshold of the millennium, the last decade of the Institute's golden years, slowly edging towards the current history from the annals of the past.

It is a marvel to note how this Institute has kept pace with the changing climates sweeping across the globe, yet retaining its core values, its commendable legacy and good traditions.

Stepping across the millennium, the Institute has taken a number of initiatives that would help the MSMEs to cope with WTO stipulations and the demands of global competition. The policy outlook in the developing countries has been inclining

towards liberalisation, privatisation and globalisation. Intellectual property rights and their protection have assumed a new importance. Logistics, online trading, e-commerce, retail and services, information technology applications in business operations, micro finance, cluster development, etc., have become hot subjects for MSMEs.

In line with this trend in enterprise sector, the Institute has set up the National Resource Centre for Cluster Development (NRCDC) in 2004, with the support of the DC (MSME). Since then the Institute has been involved in implementing the CDP in 65 clusters of different types across the country, acting in different capacities – as IA, as NA, as TA.

The Institute has had a centre dealing with IPR awareness among the MSMEs. In 2010, it has been given a new face and a new name, with expanded functional scope, to facilitate the filing of claims. The new centre, named the Intellectual Property Facilitation Centre (IPFC), has been helping micro and small entrepreneurs to file the claims, besides conducting awareness training.

In 2010, another new unit, the Resource Centre for Traditional Painting, was constituted with the support of the DC, Handicrafts. The aim is to resuscitate the heritage arts, handed down in varying forms in different regions of the country and are fast becoming extinct for want of patronage.

Meanwhile, the government at the centre too had been revising its policy outlook. A new act, the MSMED Act, 2006 was promulgated, which came into effect from 2 Oct 2006. This Act gave berth to many aspects of the sector which were hitherto ignored. The services sector, which has been growing by leaps and bounds, and contributing in a big way to the economy, has been given a legal status through this Act. So also the medium scale enterprise has been given a separate recognition. To accommodate these provisions, the small business, which thus far had gone under the blanket term of small scale industry, has been revised to micro, small and medium, and the term 'industry' has been changed to read as 'enterprise', and accordingly the MoSSI has been re-named as MoMSME. Following in the steps of the Ministry, the Institute too has changed its name once again. What has been so far the National Institute of Small Industry Extension Training (nisiet) has thus become the National Institute for MSME (ni-msme), in 2007. The Institute proudly declares that it has been the first organ of the Ministry to have effected this change. Subsequently, the Principal Director's designation has been elevated to that of Director General.

Among the various new initiatives effected during the post-millennium decade is that of re-organising the academic functions into Schools, under which the erstwhile Centres have been made the subordinate units.

During this decade too, the Institute increased its services to different governments, and became more actively involved with implementing the government schemes, including the CDP. The berth for women empowerment, self-help groups, micro enterprise, etc., has been considerably enlarged especially in terms of training and awareness creation. It has participated in socially leaning programmes like the ILO'd child labour eradication (through training of mothers in income generation), and was involved with schemes under the Prime Minister's Skill Development Mission, such as strengthening of the ITIs.

The Institute continues to be dynamically involved with entrepreneurship and skill development, through the scheme of Assistance to Training Institutions (ATI), as apex body on its own account as also through the partner institutions. In terms of infrastructure too, there has been some accomplishment. The old training building has been replaced by the New Training Building with state-of-the-art lecture rooms, conference halls and faculty blocks. The stream of delegates attending the Institute's scheduled international programmes has been increasing, and the Institute has been arranging customised programmes too for the desiring international clients.

Fifty years – half century – is a great deal of time, and the Institute has accomplished a great deal. The history of this pioneer Institute has been a fascinating reminiscence. I am sure that it will keep up the tradition of its record in the coming years as well.

M. Chandrasekhar Reddy

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Dr. C. Rani, Chief Administrative Officer of **ni-msme**, had presented a brief review of the Institute's activities, and the work done in the area of cluster development. She had emphasised the need for encouraging entrepreneurship in the sector.

Prof. K.S.P. Goud of **ni-msme**, Workshop Coordinator outlined the objective, structure and design of the workshop, and had elucidated its objectives.

The inaugural function concluded with vote of thanks proposed by Dr. Nalini Shastri, Assistant Professor, Department of Pharmaceuticals, NIPER, Hyderabad.

The workshop was structured with six technical sessions, apart from the inaugural and the valedictory. Each session had a chairman and a panel of speakers deliberating on the theme. The themes deliberated upon were: 1. Scope for Innovations and R&D in Pharmaceutical Clusters, chaired by Dr. A. Kamal, Director, IICT, Hyderabad; 2. Interventionary Instruments for Infrastructure Development in Pharmaceutical Clusters, chaired by Mr. V. Padmanand, International Expert on Clusters; 3. Policy Environment for Promoting Innovations in Pharma Clusters, chaired by Prof. Mukesh Gulati; 4. Interactions with Entrepreneurs, chaired by Dr. S.S. Vara Prasad, Consultant; themes 5 and 6 - Panel discussions; Strategic Action Plan and Road Map - were combined. The discussions were led by Dr. A.S. Rao, formerly with DSIR, and IIM, Ahmedabad, while Mr. Narayana Reddy, MD, Virchow Labs, Hyderabad; Mr. Padmanand; and Prof. Mukesh Gulati had participated. Mr. M. Chandrasekhar Reddy, Director General of **ni-msme**, addressing the house during the valedictory function, had said that with a very good person to prepare a very good report, a very good agency, a very good consultant with whole-hearted commitment, this implementation will come off satisfactorily. **ni-msme** will take the lead in documenting the proceedings with NIPER, then get in touch with the pharmaceuticals department regarding the work for the three clusters. Mr. Narayana Reddy spoke about the part BDMA had been playing in the development of pharma industry around Hyderabad. It has been virtually the backbone for ideas, innovations, thoughts, and has always been with NIPER. Not only the members, whoever comes for project implementation, BDMA will cooperate. He suggested that the pilot implementation may consider the Nalgonda cluster instead of the Patancheru cluster, as the latter is likely to be moved.

The valedictory session began with Dr. N. Sri Lakshmi of **ni-msme** welcoming the dignitaries and the house. Dr. Chukka Kondaiah, former Director General, was the Chief Guest of the valedictory session. In his address, he had recalled that when he assumed the charge as Principal Director of **ni-msme** in 2003, cluster development programme was taking shape. Dr. Gulati and Mr. Padmanand were associated with the training. The NRCDC was set up here in 2004, with the support from the DC (MSME). Since then until 2007, the Institute had been a platform for CDP in several states. As the IA, the TA, the NA for different clusters, **ni-msme** had 65 clusters across the country for intensive study, and had tried hard for consolidation with other countries. He had suggested that the CDP may also be used effectively for rural clusters. The workshop ended with Mr. Srikanth Maha of **ni-msme** proposing the vote of thanks. The main thought that emerged was that the industry's major contention is the environment issue, and problems for the MSMEs are mainly in effluent treatment, infrastructure (internal roads, power and water for drinking as well as processing) and technology acquisition/upgradation.

About 70 delegates from local pharma enterprises, and students of NIPER-H, as also the faculty and members of the **ni-msme** family had attended the workshop. ✧

Quami Ekta Week

ni-msme observed the Quami Ekta Week (National Integration Week) from 19-25 Nov 12. As part of the awareness week, the Director General Mr. M. Chandrasekhar Reddy of the Institute administered a national integration pledge by all the employees of the Institute on 19 Nov 12 to foster the spirit of patriotism, communal harmony and national integration. ✧

Homage to Dr. S. K. Rau, IAS (Retd.)

ni-msme family deeply mourn the demise of Dr. S.K. Rau, IAS (Retd.) on Tuesday, the 20 Nov 12 at Kakinada, Andhra Pradesh. Dr. Rau was member of **ni-msme** Governing Council from 1985 to 1996. During his tenure, he made valuable contribution for the growth of the Institute. ✧

School of Enterprise Development (SED)

Cluster news...

Review meeting on handloom clusters

ni-msme successfully implemented soft and hard interventions in Barabanki and Mubarakpur handloom clusters under Integrated Handloom Cluster Development Scheme and handed over common facility centers to the respective cluster consortiums for the management and further development. To review the final status of the projects and also design exit strategies for the clusters, the Office of Development Commissioner (Handlooms) organised a meeting on 29 Nov 12 with the implementing agencies.

Mr. Dinesh Singh, Chief Enforcement Officer, Dr. Mohd. Nazmuddin, Additional Development Commissioner, Ms. Priti Kumari, Deputy Development Commissioner and Mr. Manoj Jain, Director reviewed all the 20 handloom clusters selected under the scheme. The discussions were held on the implementation of pending activities, impact of design interventions and participation in trade fairs, operation and management of common facility centers and exit strategy for the cluster. On behalf of ni-msme, cluster development executives Mr. Vivekanand Dwivedi and Mr. Rizwan Ahmed, Technical Resource Persons. Mr. Hari Shanker, Mr. Ram Narayan Verma and Prof. K. Surya Prakash Goud, Associate Faculty Member (SED) participated in the meeting. ✧

Interaction with entrepreneurs...

ni-msme conducted diagnostic study of Nagina Woodcraft and Meerut Musical Instruments clusters to take up cluster interventions. Recently the validation workshops were organised in these clusters to grasp observations and suggestions of the cluster stakeholders. In continuation to this, Prof. K. Surya Prakash Goud has organised an interactive meet with Mr. Piyush Agarwal of O/o Development Commissioner (MSME), New Delhi for the entrepreneurs of Nagina Woodcraft cluster and Meerut musical Instruments cluster. During the interaction with the entrepreneurs, the guidelines of MSEC DP scheme, implementation of soft interventions, scope for creation of common facility centers, need for Special Purpose Vehicle etc., were discussed. The entrepreneurs explained about their business operations and pointed out major issues of the clusters. The interaction helped to build trust among the entrepreneurs. ✧

ESDPs in Mushroom Cultivation and Food Processing

ni-msme is conducting ESDPs in Mushroom Cultivation and Food Processing with the support of 'S'Mushroom Agritech at the two venues of which Mushroom Cultivation training is being conducted at 'S'Mushroom Agritech, Pragatinagar and Food Processing at Vivekananda Nagar colony kukatpally, Hyderabad.

First batch of mushroom cultivation training started on 7 Nov 12 & ended on 30 Nov 12. The candidates participated are from different backgrounds viz., housewives, technical & management backgrounds of both gender and different socio-economic background. It was interesting to note that the participants have attended the programme from different places in city like Uppal BHEL, Dilshuknagar, Mehidipatnam, Rajendranagar and from different district places like Nalgonda, Khammam, and Warangal. Some are having prior experience in mushroom cultivation but failed as growers. They came to learn more skills in mushroom cultivation and to solve their existing problems, and got clarified with practical training

During the valedictory, Mrs. Padma, a graduate, Mr Nataraj, B. Tech. Graduate, Mrs. Preeti, B.Tech, Ms. N.Lokya, Mr. S. Durga Prasad, Mr. Gopal Singh, Mr. Shankar Raj, Mr. Vamshi have mentioned that they got confidence after training and expressed that simple techniques are always hard to know with out experience. Ms. J. Susheela, a house wife with out any education applied for the

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course, after observing in news paper, attended the course and planning to start at west Godavari District. Mr. P. Sudhakar Banbu, an MBA graduate in marketing after the programme wants to start production and marketing of others production also.

Mr. M. Shankar Raj an ITI in refrigeration and A/C attended the course and completely understood the concepts of mushroom machinery and with his innovative ideas developed some low cost energy efficient machinery used for growing mushroom cultivation viz., substrate pasteuriser and humidifier which costs between ₹ 15,000/- ₹ 20,000/- at around ₹ 2,000/-. Low cost substrate pasteurizer is a boon to small growers who want to go for organic growing of mushrooms which is very simple in operation and energy efficient while humidifier is very much helpful for growers of non-coastal areas where in humidity maintenance is a limiting factor for milky mushroom which has long shelf life.

ESDP in Food Processing started on 19 Nov 12 at Vivekananda Nagar Colony, Kukatpally, Hyderabad. The course covering different aspects of food processing, tools, equipments, preservation technology, scope in food processing Food Safety standards, entrepreneurial skills with special emphasis on value addition, marketing, interaction with machine manufacturers and dealers.

Prof. K. Surya Prakash Goud, Associate Faculty has visited both the training centers and briefed about business planning and implementation. ✧

Training Programme Sponsored Under TCS Co Plan

Inaugural

The inaugural function of the two week International Training Programme on “Regional Perspective of Developing and Developed Countries Cooperation for SME’s Competitiveness, Marketing and Partnership” (12-23 Nov.2012) was organised on 12 Nov 12. Ten participants from 7 countries of Asia-Pacific Region nominated by TCS Colombo Plan were attended the programme. The programme was sponsored by the Ministry of External Affairs Government of India, New Delhi. The programme was inaugurated by Mr. M. Chandrasekhar Reddy, Director General, **ni-msme**.



The Director General in his inaugural address said that the world has become a Global village due to WTO and the technologies in all aspects including the import and export of different products.

To compete in the market many developed countries adopted the cluster development approach and gradually spreading to developing countries. He focused on the sectoral promotion through partnerships and promotion councils and also the expansion of global markets. He extended the best wishes on the eve of Diwali and wished them to enjoy the festival.

Earlier, Dr. N. Srilakshmi, Register welcomed the gathering. Prof. N. R. Prasad Reddy, Programme Director briefed about the programme. Dr. G. U. K. Rao, Director (SED) informed that this programme is third in series out of fifteen programmes under TCS Co Plan. Further, he said that under TCS Co Plan there are 29 countries and out of which the participants from 7 countries are present and he suggested the participants to participate actively in discussions and interactions so as to share their experiences. He also suggested the participants to consider this programme as workshop so that all can contribute their views on policy initiatives, networks with developed nations cluster strategy etc.

The event was concluded with a vote of thanks proposed by Dr. G. P. Vallabh Reddy, Faculty (SED).



Valediction

The valedictory function was organised on 23 Nov 12 and the event was started with the views expressed by the participants. They expressed that the programme is well designed and very useful and they have used **ni-msme** as the platform for the knowledge and experience sharing during the programme. The Director General in his valedictory address assured the participants to implement their suggestions and expressed happiness over the good feedback given about the programme by all the participants. Dr. G. U. K. Rao appreciated the participants for their active interactions with the officials from SIDBI, NSIC and Bankers and also during the visits to Ark, Textile Garment Export Park, Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP) and Shilparamam as part of the programme. The certificates were distributed to the participants by the Director General.

The event was concluded with a vote of thanks proposed by Prof. N. R. Prasad Reddy. ✧

School of Entrepreneurship and Extension (SEE)

Visit of Nepal Delegation

A thirteen member Nepal delegation led by Mr. Kabir Kumar Chitrakar, Senior Programme Officer, giz and Mr. Chakrapani Timalina, giz visited **ni-msme** on 8 Nov 12 as part of their study tour. The objective was to understand the best practices in the SME sector adopted in India. The delegates from the following organisations were present and participated in the discussions.

◆Ministry of Industry (MoI) ◆Industrial Enterprise Development Institute (IEDI) ◆Federation of Nepalese Chamber of Commerce & Industry (FNCCI) ◆Youth & Self Employment Programme of Ministry of Finance (YSESEF) ◆Council for Technical Education & Vocational Training (CTEVT) ◆Cottage & Small Industries Development Board (CSIDB) ◆ GIZ, Nepal ◆Entrepreneurs from Food industry.

Dr. C. Rani, CAO and Director (SEE) welcomed the delegates. She briefed about the institute activities in general and particularly **ni-msme**'s contribution to the growth of Entrepreneurship Development in our country. Dr.GUK. Rao, Director (SED) explained the MSME Act, 2006. The delegates actively participated in the Question & Answer session wherein most of the delegates have interacted with **ni-msme** Faculty and got information on skill development programmes, sustainability of SMEs, financial assistance from banks, etc. There was also a discussion on the scheme of Assistance to Training Institutions. Ms.S. Glory Swarupa, AFM (SEE) proposed a vote of thanks. The delegation also visited the SENDOC library.✳



ni-msme faculty as Guest Speaker

Ms. S. Glory Swarupa, AFM, SEE was invited by Villa Marie College for Women, Somajiguda, Hyderabad to deliver a guest lecture in one day seminar on Entrepreneurship Development conducted on 19 Nov 12 for the Management students. She has made the presentation on concepts of entrepreneurship, characteristics, features and functions of an entrepreneur. The seminar was attended by 55 students. ☆

Book Exhibition for Foreign Delegates



A book exhibition was organised by the Small Enterprises National Documentation Centre (SENDOC) of SEIC, **ni-msme** during 30 Nov - 01 Dec 12 on the campus for the benefit of international programme participants (Phase-III). Leading local book sellers have taken part and exhibited books on the subjects relating to training programmes.

Mr. M. Chandrasekhar Reddy, Director General, **ni-msme** inaugurated the book exhibition by lighting the lamp on 30 Nov 12. In his address he complimented SEIC and book sellers for coordinating the activity and making available relevant publications at the door step of international delegates.

Earlier, Prof. V. Vishwas Rao, Director, SEIC explained the importance of book exhibition. He said that in order to lessen the difficulty of delegates in going around the book stalls in the city a book exhibition is arranged on the campus to facilitate participants to buy relevant books. It is a facility offered by **ni-msme** to the international participants, whose scholarships and book allowance is sponsored by Ministry of External Affairs, GoI, New Delhi, he said.

Later, the Director General went through the bookstalls and browsed certain subject area books. He also enquired the usage of books with the international delegates.

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School of Enterprise Management (SEM)

Stores and Inventory Management

Dr. N. Srilakshmi, Registrar & Head C-LAIMS & IPFC, **ni-msme** conducted a two day training programme on “Stores and Inventory Management” sponsored by AP Beverages Corporation, Govt of AP for the stores personnel of AP Beverage corporation Ltd., held during 8-9 Nov 12. The Programme was inaugurated by the Managing Director Mr. M. Jagadeeshwar, IAS on 8 Nov 12. Dr. Srilakshmi welcomed the Chief Guest and dignitaries and described the importance of stores and inventory management as the need of hour that requires systematic maintenance with cost effective strategies. Mr. M. Chandrasekhar Reddy, Director General of **ni-msme** thanked the Managing Director for taking initiative and giving opportunity to **ni-msme** for organising the programme to impart knowledge and skills for better inventory management using IT also. He said that the corporation that has huge turnover would further streamline the methods of stores and inventory management and systematise procedures.

Mr. Jagadeeshwar informed delegates that they also may learn various motivational aspects and skills of stores management as a change from their routine hectic work life. He stressed that the delegates would benefit from the experienced faculty of **ni-msme** in learning various strategies that need to be adopted in stores and inventory management at AP Beverages Corporation Ltd.

Prof P. Udaya Shanker, Director (SEM) proposed a vote of Thanks. ✧



Programme on Finance for Non-finance Executives



Inaugural

One week programme on Finance for Non-Finance Executives was inaugurated on 5 Nov 12 wherein Dr. N. Srilakshmi, Registrar and Head (IPFC) welcomed the participants and explained the significance of the finance in any organisation. Participants representing banks and industries department attended the programme.

Prof. P. Udaya Shanker, Director (School of Enterprise Management) in his inaugural address highlighted that every aspect of business operation will result in both profitability and wealth creation. There is a need to understand each of these aspects in a scientific manner. In case of human resources there

is an accounting and service organisations strength lies on this factor. In manufacturing sector, the input and output analysis paves way for cost effectiveness. While marketing the products and services product, price, place and promotion have to be taken note of. These are further to be understood cohesively to ensure success in the organisation.

Valediction

On 9 Nov 12, Mr. M. Chandrasekhar Reddy, Director General in his valedictory address suggested the participants to have commitment which can ensure success of any organisation. He stated that performance improvement will take place only if all the functionaries work cohesively. He assured the participants to implement the suggestions given by them for the benefit of the future participation.

Certificates were distributed to the participants by the Director General on their successful course completion. Prof. T. Venkateswara Reddy, Faculty Member, SEM coordinated the programme. ✧

Guest for the MSME Customers Meet

Allahabad Bank organised customers meet for entrepreneurs of MSME on 8 Nov 12. The bank officials have ascertained from the customers their expectations and deliverables by the bank to improve business operations. Prof. P. Udaya Shanker, Director (School of Enterprise Management) explained the various schemes of the Ministry of MSME for promotion of businesses. He highlighted various aspects covered in the National Manufacturing Competitiveness Programme such as incubators; marketing support; lean manufacturing; design; quality management; intellectual property rights; tool rooms; technology up-gradation; information and communication technologies. He suggested the entrepreneurs to avail the services of **ni-msme** for improving their businesses. ✧

Guest Faculty for Advanced Faculty Training of ANGRAU

Centre for Advanced Faculty Training of Acharya NG Ranga Agricultural University extended training under experiential learning programme to Assistant and Associate Professors of Home Science representing all over India. The objective is to appraise faculty on practical issues in management of micro, small and medium enterprises in order to guide students.

In this connection, Prof P Udaya Shanker, Director (School of Enterprise Management) delivered a lecture on “Motivational and training skills for promotion of viable micro/small enterprises – analytical and appraisal skills for identification and financing income generating micro enterprises” on 20 Nov 12. In his lecture, he highlighted the schemes of Ministry of MSME and **ni-msme** contributions towards the promotion of MSME. ✱

Jury Member for the Business Gaurav SME Awards 2012

Dun & Bradstreet and Axis Bank felicitated leading SMEs across various sectors in the country through ‘Business Gaurav SME Awards 2012’ during November at Mumbai. This is to showcase achievements of model players, thus encouraging their development in the years to come. There are 14 sectors wherein awarded topmost amongst micro, small and medium category. In addition, three special awards to Best Young Entrepreneur, Best Woman Entrepreneur and Best Diversified SME. Prof P Udaya Shanker, Director (School of Enterprise Management) is one of the jury members amongst the three in the panel.

Guest Faculty for CIRE

Central Institute for Rural Electrification organised training programme on “Tariff fixation, submission of ARR and regulatory compliance” for officials representing all over the country. Prof P Udaya Shanker, Director (School of Enterprise Management) has delivered a lecture on 9 Nov 12 on methods of costing of power. Further, he deliberated on the aspects of marginal cost, long range marginal cost, avoided cost, embedded cost in order to ensure cost effectiveness as well enable in pricing the ultimate consumers. ✱

Eleventh Meeting of Executive Committee

The Eleventh Meeting of Executive Committee was held on 26 Nov 12 in the Chambers of the Secretary to the Government of India, Ministry of MSME, Udyog Bhavan, New Delhi.

The meeting was chaired by Mr. Vivek Rae, IAS, Secretary to the Govt. of India, Ministry of MSME and ex-officio Chairman, **ni-msme** Executive Committee. The meeting was attended by ex-officio members – Mr. Amarendra Sinha, IAS, AS & DC (MSME), Mr. A.S. Madan, IAS, AS & FA and Mr. C.K. Mishra, IAS, JS (SME). Mr. Dinesh Singh, IAS, JS (ARI) could not attend due to his pre-occupation in official work.

Mr. M. Chandrasekhar Reddy, Director General welcomed the Chairman and members of the Committee and presented the Agenda items for discussion and decisions.

The Committee discussed each agenda item and took appropriate decisions including approving of draft Annual Report together with audited Statement of Accounts for the year 2011-12. The Committee had appreciated the progress of the Institute.

The officials from the Ministry of MSME Mr. U. Viswanadham, Deputy Secretary to the Govt. of India, and Mr. P. S. Verma, Under Secretary and officials from **ni-msme** Dr. C. Rani, Chief Administrative Officer, and Mr. K. Subba Rao, Consultant (Accounts) were also in the meeting.

The meeting was concluded with vote of thanks to the Chair and also those present. ✱

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Dr. C. Rani, Chief Administrative Officer, Dr. N. Srilakshmi, Registrar, Head, C-LAIMS and IPFC, Programme Directors, **ni-msme** Faculty and Staff were present during the inauguration. Participants complimented **ni-msme** for organising the book exhibition on the campus for them. While Prof. Vishwas Rao and Miss. Bilquis Fatima organised the book exhibition, Mr. N. Yadaiah, Mr. S. Babu Rao acted as liaison between participants and programme directors in the selection of books. **ni-msme** publications also were displayed by Ms. Anjali Prasanna, Publications In-charge for the benefit of foreigners. ✱



Vigilance Awareness Week at ni-msme

In compliance with the orders of Central Vigilance Commissioner, GoI, New Delhi ni-msme observed Vigilance Awareness Week from 29 Oct – 03 Nov 12 to convey a message that corruption is anti-national and anti-economic for development. As part of the awareness week two lectures by specialists. Mr. G. S. Shiva Kumar Chief Public Prosecutor, AP Police Department and Dr. H.C. Upadhyaya, Chairman, Bar Association, Hyderabad were arranged on the subject on 02 Nov 12 for the benefit of the employees of the Institute. In their lectures the speakers highlighted the importance of different aspects of vigilance and suggested to be vigilant in office work. The Director General Mr. M. Chandrasekhar Reddy, Dr. C. Rani, CAO and Director (SEE) and Dr. N. Srilakshmi, Registrar and Head, C-LAIMS & IPFC suggested members to follow the guidelines as given by the guest speakers. The lectures were organised by the Registrar. ✽



Induction of New Faculty

Five new faculty have joined the institute during October and November 2012. Mr Dibyendu Choudhury and Mr Jayakar Rao Gutty are the Faculty Members in the School of Enterprise Management (SEM) and Ms. V. Swapna is the Associate Faculty Member in Intellectual Property Facilitation Centre for MSME of SEM. Mr. Koteswara Rao Jagannadham and Mr. Upendra Kumar Maurya are the Associate Faculty Members in the School of Enterprise Development (SED) and School of Entrepreneurship & Extension (SEE) respectively. ✽



ni-msme Bids Farewell to Mr. V. Yadaiah

ni-msme bid a farewell to Mr. V. Yadaiah, Adm. Asst. on his superannuation in a function on 30 Nov 12. He joined the institute as one of the Security staff on 12 Nov 1975 and rendered a service of 37 years. The event was organised by the employees recreation club of ni-msme.

The Director General Mr. M. Chandrasekhar Reddy in his address lauded the services and commitment of Mr. Yadaiah in maintaining the registers of despatch section and delivery of letters. All the members wished him good luck in his endeavors.

Earlier, Prof. P. Udaya Shanker, Director (SEM) and chairmen of the recreation club welcomed the house and outlined the services rendered by Mr. Yadaiah during his tenure.

Dr. C. Rani, CAO and Director (SEE) appreciated his services in different sections including security and dispatch and his presence even beyond office hours and holidays. Dr. N. Srilakshmi, Registrar, Head (C-LAIMS & IPFC) has praised his prompt services and attentiveness towards work.

Mr. K. S. Krishna Mohan, General Secretary, ni-msme Employees' Union not only remembered Mr. Yadaiah as a good Kabaddi player but also as a good worker. Mr. L. Ashok Kumar, Joint Secretary of the Union remembered his association with Mr. Yadaiah. Mr. V. Chandrasekhar Rao of despatch section appreciated Mr. Yadaiah for his concern to the work and also colleagues in the section.

Later, he was felicitated with garland and Shawl by Director General, General Secretary of the Union and others.

The event was concluded with a vote of thanks proposed by Prof. Udaya Shanker. ✽



Phase-III International Programmes Inaugurated

The Phase-III international executive development training programmes of the National Institute for Micro, Small and Medium Enterprises (ni-msme) for training year 2012-13 was inaugurated, at the Institute campus on the 15 Nov 12. This phase was comprised of a set of six programmes, each of eight weeks duration (12 Nov 12 – 4 Jan 13).



The six programmes in this set are: Empowerment of Women through Enterprises (EWE), directed by Dr. C. Rani; Innovative Strategies for SME Development (ISSD), directed by Prof. K.S.P. Goud; Training Methods and Skills for Managers (TMSM), directed by Prof. B.S.S. Rao; SME Financing – Approaches and Strategies (SMEFAS), directed by Prof. T.V. Reddy; Total Quality Management & ISO 9001: 2008, 14001: 2004, BS 7799 & Six Sigma (TQM), directed by Dr. N. Sri Lakshmi; Promotion of Financial Markets (PFM), directed by Prof. P. Udaya Shanker. In all, 118 executives from 48 countries of Asia and Africa are attending this phase of programmes. Dr. P.V. Appaji, Director General, Pharmaceuticals Export Promotion Council (PHARMEXCIL), Hyderabad was the Chief Guest of the event. The faculty and staff of the Institute, as also the participants of the on-going programmes

in the campus were present at the inauguration, along with the delegates of the international programmes being inaugurated. The event was widely covered by press and electronic media. In his inaugural address, the Chief Guest had focused on the relevance and importance of the programmes being inaugurated. Referring to the programme on Empowerment of Women through Enterprises, Dr. Appaji had highlighted the support being offered by the Govt. of India for the enrichment and uplift of women with a view to empowering them in socio-economic terms. Underscoring the importance of the programme on “Total Quality Management & ISO 9001: 2008/14001: 2004/BS 7799 & Six Sigma”, he had observed that there were more than 3,000 MSME units in the country that were adhering to the quality standards, of which around 1,500 units belonged to the small scale sector. He further dilated on their enormous contribution to the economic growth of the country. Besides, he had also emphasised the importance and usefulness of quality, skill development and their role in the promotion and development of MSMEs. Later, he spoke about the relevance of the other programmes and their importance in the present context.

Earlier, Dr. N. Srilakshmi, Registrar welcomed the Chief Guest, the Director General of ni-msme, and the house. This was followed by the country-wise introduction of the delegates, after which each of the programme directors had outlined briefly the design and objectives of their respective programmes.

Mr. M. Chandrasekhar Reddy, Director General, addressing the gathering, said that most of the programmes in the current set are being organised by the Institute for over 15 years now. From time to time the content is modified to meet the requirements of changing trends of international economics and business, thus making them always topically relevant. Thus there is a great demand for these programmes especially among the developing countries. The constant support by the Ministry of External Affairs, Govt. of India in the form of fellowships makes the programmes considerably more attractive. Besides, the Institute also organises some specialised programmes tailored to the requirements of the delegates of the sponsoring country. He had then elucidated the importance of all the programmes of the set, which have the common objective of MSME promotion and development. He had advised the participants to make good use of this opportunity both academically and culturally, by actively participating in the sessions and by way of experience sharing on the one hand, and enjoying the sights and having interface with the Indian traditions, customs and culture during the week-ends.

The event was concluded with vote of thanks proposed by Prof. Jayakar Rao, Faculty Member School of Enterprise Management (SEM). ✧



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Visitor's Gallery

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▶ Mr. Dr. J.S. Juneja, Chairman & MD (Rtd), NSIC visited **ni-msme** on 01 Nov 12. In a meeting with Director General Mr. M. Chandrasekhar Reddy and members of faculty, he recollected the activities initiated by him at **ni-msme** during his tenure as member of the Governing Council. He appreciated the efforts of **ni-msme** faculty and staff in retaining its International glory. Earlier, Dr. N. Srilakshmi, Registrar, welcomed the respected guest.

Mr. M. Chandrasekhar Reddy thanked Dr. Juneja for accepting his invitation and agreeing to visit **ni-msme**. During interaction with faculty, Dr. Juneja clarified certain doubts as expressed by them on the recent developments of MSME in India and its impact at global level.

◆ A team consisting of four members, viz., Mr. Arun Kumar Pillai, Chief Operating Officer; Mr. I. Srinivasa Rao, Head, (Cluster development, AP Region); Mr. Hemanth Made Gowda, Head (Strategy & Planning); and Mr. P. R. V. Krishnan, Faculty (Clusters) from IL & FS Education & Technology Services Ltd., Hyderabad visited **ni-msme** and held discussions with the Director General and discussed about possible association with **ni-msme** in the areas of Education, Skill Development, e-Governance and Cluster Development on 02 Nov 12. Mr. Gowda also gave a presentation on skills for emerging India which was attended by all the faculty and consultants of **ni-msme**.



◆ A meeting was organised with Mr. Alapati, Creative Writer from M/s. Alapati Ideas Enlivened, Hyderabad and Dr. G. Sridevi, AYU Ayurvedic Clinic, Hyderabad to discuss on a better caption for the programmes under the "Assistance to Training Institutions" sponsored by the Ministry of MSME, Government of India, New Delhi and also on herbal plants respectively. All the faculty and consultants were participated.

◆ A team headed by Dr. V. Bhulakshmi, Executive Director, GapSkills, Punjagutta, Hyderabad along with her team members Mr. Vijay Dayafule, Head of Technology and Mr. Shyam visited **ni-msme** and held discussions with the Director General Mr. M. Chandrasekhar Reddy with regard to the proposal on video conference and e-learning. During the discussions, Prof. V. Vishwas Rao, Director, SEIC and Dr. C. Rani, CAO were also present. In this connection, they gave a presentation on learning management system, a software which covers the entire gamut of training and allied modules which helps in the implementation of e-learning. The presentation was given on 17 Nov 12 and was attended by all the faculty and consultants of **ni-msme** including the Director General. After the presentation the discussions were held on the theme by the faculty with the team of GapSkills.

Diwali Celebrations at ni-msme Campus



ni-msme celebrated Diwali, a festival of lights, on the campus on 13 Nov 12. The international participants as many as 118 attending phase-III programmes participated in the event by lighting small lamps and burning colourful crackers. They shared their happiness with the members of **ni-msme** family that included the Director General of Institute



Mr. M. Chandrasekhar Reddy, Prof. P. Udaya Shanker, Director (SEM), Dr. N. Srilakshmi, Registrar and Head, C-LAIMS & IPFC and Prof. T. Venkateshwar Reddy, Faculty Member (SEM). The participants stated that it was first time for them to burn crackers in this passion and celebrate *Diwali*, more so with members of **ni-msme**.

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