ni-msme is organising a four week training programme from 12th April to 7th May 2021 titled “Agro-Based Entrepreneurship Development” sponsored by the Acharya NG Ranga Agricultural University (ANGRAU), Andhra Pradesh. A total of 40 students pursuing graduation in agriculture and agricultural engineering participated in the training lead by Programme Directors Dr. Shreekant Sharma, AFM, SEE and Mr. V.B. Rajendra Prasad, Consultant, SEE.

The programme was inaugurated on 12th April by Ms. S. Glory Swarupa, Director General. In her inaugural address, advised participants to involve in the development of our country especially Rural Sector through Entrepreneurship. She affirmed the need to create a pool of young people,
Virtually Collaboration Meeting with CII

Ms. S. Glory Swarupa, Director General and Dr. Dibyendu Choudhury, Faculty Member, SEM of ni-msme had virtual meeting with Ms. Amita Sarkar, Dy. Deputy Director General and Dr. Vivek Upadhyay, Dy. Director of Confederation of Indian Industry (CII) on 15th April 2021 at 4:00 p.m. During the meeting, they discussed about the Digital Sakshyam Project which is primarily to collaborate and cooperate in promoting digital and financial literacy among Micro and Small Entrepreneurs.

ni-msme focus will be on content development, execution of training programmes, immersive courses, organising workshops & conferences, conducting action/field research, initiating industry academic interface for increasing productivity, joint sponsored research, development & consulting; exchange of faculty, experts and staff; exchange of academic and technical material, joint conferences, workshops and short term courses.

Detailed terms and conditions, including One District One Product (ODOP) programme details of Uttar Pradesh, being implemented by ni-msme like technical description of the proposed activity, financial arrangements and person(s) responsible for its implementation are discussed. It had been decided for another round of meeting by next month on the same to fix the milestones keeping in view the target.

who can start enterprises in rural areas and help in reducing unemployment. She has spoken about the importance of Agro-Based Entrepreneurship Ventures and their demand in the recent times. She also advised all the participants to take care and follow all COVID protocols during the Training.

Earlier Dr. Shreekant Sharma, AFM, SEE gave a brief about the design of the programme, methodology adopted to deliver the sessions, and requested submission of assignments and report in time. He said the programme contents will fulfill the requirements of the agri graduates to start their own Enterprise. At the conclusion of inaugural session, Vote of thanks was proposed by Mr. V.B. Rajendra Prasad.

During the four weeks, the participants got valuable inputs on variety of topics, which include Agro and food entrepreneurship ecosystem & business ideas, Innovations in food processing & Technology commercialization, Design Thinking & Innovation, Be Your Own Boss, Empowering Rural Women Through Group Approach in Food Processing- Best Practices across the globe, Application of renewable energy technologies for Agri business, Marketing for Agricultural Commodities, Marketing for Small Entrepreneurs and PMEGP Schemes for promoting agro based Entrepreneurship are a few to mention. In addition to technical sessions, personality developments sessions were also organized on personal effectiveness, dynamics of entrepreneurship development, positive attitude, stress management, Team Building etc. Field visits were also organized to the participants, significant among them include, visit to NIRD. Due to COVID-19 Pandemic exposure visits were restricted from third and fourth week and online sessions were conducted in these weeks. The training will conclude on 7th May 2021.

from page 1...
Impact of 2\textsuperscript{nd} Wave of COVID - 19 Pandemic on MSMEs & Way Forward

In the past one month, India has seemingly come a full circle around one of the most devastating years it has seen in recent memory. The on-and-off lockdowns and the severe rise in COVID cases from last year have come as a flashback since early March, as the number of daily COVID cases in India increased by more than 1500 per cent from reporting 2,000-5,000 around cases a day to nearly 3.0 lakh cases a day. Our country is unquestionably witnessing a vicious-second wave of the virus. In the past one month (March 15 to April 15), the number of daily cases being reported in Maharashtra – one of India’s COVID hotspots shot up by more than 200 per cent, which somehow trails the rise in COVID cases in Delhi by more than 4,000 per cent and Uttar Pradesh by more than 6,000 per cent.

These are worrying trends for the public-health authorities, as well for the informal sector workers, the middle-class, and MSMEs who may fear another wave of lockdowns. These groups are most vulnerable to the lockdown policies and are yet to recover from last year’s shocks. While we may not have official data on COVID’s impact on MSMEs or Startups, a Pew Research publication from March 2021 reported that more than 32 million Indians in the last one year were pushed out of the middle-class income group, and the number of poor in India ballooned from 59 million to 134 million.

Last year’s wave of infections and lockdowns had pushed India, its middle-class, and MSMEs into great depths. The affected individuals are yet to see a full revivial, and it is amid these times where we face a second-and-severe wave of COVID. It is within the context of these glaring realities that makes it imperative to be strategic in our policy approach and ensure to protect both, lives and livelihoods.

Therefore, as we enter this second-and-severe wave of the pandemic, it is imperative that we learn from our last year’s experiences and plan policies that ensure calm and focuses on protecting both, lives and livelihoods. Several states in India have now started contemplating different versions of lockdowns and curfews. Our one key learning from last year has been the importance of home deliveries by nearby shops and e-commerce platforms, for ensuring that people do not go to the markets.

Furthermore, it is important to understand that even as the lockdowns have been imposed, a significant share of the population continues to work from home, dependent on the supplies of electronics, chargers, stationery, etc. While these products may not constitute as ‘Essential’ as per Official definitions, they are nevertheless ‘essential’ for a person to sustain their livelihood amidst lockdowns. The definition of an ‘essential item’ is highly subjective to an individual’s needs and requirements of the time and easily can range from an air-conditioner to a pressure cooker to a mobile phone charger.

e-commerce and mom-and-pop delivery chains efficiently demonstrated their ability last year to deliver products to citizens, while maintaining health safety – following practices like contact-less and cashless deliveries. In the case of e-commerce operators, several have an extensive infrastructure of delivery executives in place, well-acquainted with COVID-safe behaviors. It is important that we leverage these infrastructures for citizen welfare, rather than underutilize them.

While it took traditional retailers nearly a year to inch closer to their pre-COVID sale volumes, according to the latest data by the Retailers’ Association of India, e-commerce platforms had matched and surpassed their pre-COVID sales as far back as August last year. To this effect, several MSMEs shifted to online marketplaces last year owing to a lack of demand in retail markets. To these MSMEs, any disruption to their sales would be detrimental to their survival.

By limiting people’s access to the products of their need, we are only increasing the general frustration – as it gets reflected on social media and impeding their efforts to sustain their lives from homes.

ni-msme Initiatives:

1. Supporting Women Entrepreneurs and Startups with space, machinery for production and marketing in Livelihood Business Incubator.
2. In the process of initiating Digital Sakshamjointly with Confederation of Indian Industry (CII) supported by Master Card for digital financial literacy among retailers and rural enterprises.
3. Themes based webinars to cater to the needs of stakeholders during the crisis time.
4. Counselling and mentoring services to handhold distressed MSMEs.

S. Glory Swarupa
Director General
Webinar on IP & SMEs

Intellectual Property Facilitation Center for MSMEs, ni-msme has organised a webinar on “IP & SMEs: Taking Big Ideas to the Market” on 26th April 2021 in association and collaboration with Wordict-IP, ICFAI Law School, Damodaram Sanjivayya National Law University (DSNLU) and Innovpath on the occasion of World IP day 2021. Webinar started with the introduction & Importance of the Theme for World IP Day 2021 is “IP and SMEs: Taking Your Ideas to Market” by Mrs. Sheela, Wordict IP.

In this webinar, 62 participants comprising of SMEs, Academicians, Research scholars & students have participated. Eminent speakers like Professor Dr. A.V. Narasimha Rao, Director, ICFAI Law School, Hyderabad, spoke on the “Importance of the Theme for World IP Day 2021”; Professor Dr. G.B. Reddy, Professor & Dean, Faculty of Law, Osmania University, Hyderabad, discussed on “SMEs contribution to Global Economy”. Professor Dr. P. Sree Sudha, Associate Professor & Convener of C-IPR, DSNLU, Vishakhapatnam, spoke on “Role of MSMEs & IPRs in promotion of Bioprospecting and Benefit Sharing”. Ms. V. Swapna, Associate Faculty Member, ni-msme, highlighted on the “MSME Schemes for Innovation Support”. Advocate Ashok Ram Kumar, Founder, Innovpath & Senior Partner, Wordict-IP, discussed on “Indigenous Inventions and SMEs”.

Ms. S. Glory Swarupa, Director General ni-msme while addressing the participants conveyed the World IP day greetings and highlighted the institute activities for MSME promotion. She also appreciated the collaborative efforts for organising the webinar to create awareness on IPR and its importance for SMEs. She also advised the participants to utilize the IPFC for IP registrations. Webinar concluded with Vote of thanks after Questions and Answers session.

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For further details:
Mr. G. Sudarshan, Programme Director.
Mobile: 9494959108
Mentor Development Programme by BYST

Bharatiya Yuva Shakti Trust (BYST) conducted online training on “Mentor Development Programme” for the officials of ni-msme. The officials attended the training on every Wednesday & Friday on different subjects for a period of one year.

The main objective of the training programme, is to create a mentoring eco system in India and also in nurturing entrepreneurship. The potential is vast for not just creating micro women entrepreneurs but also for mentoring and supporting them so that they grow dynamically and innovate and create jobs for others in the society as a whole. The programme was concluded through a formal valediction on 12th April 2021 in the ni-msme campus. The programme started with welcome note by Dr. Shreekant Sharma, AFM, SEE and all the dignitaries were invited on to the dais.

Ms. S. Glory Swarupa, Director General, ni-msme, addressing the gathering during the valedictory, recollected the mentors of BYST and their association with ni-msme. She appreciated all the faculty members for attending the programme though COVID pandemic was at high. She applauded the efforts of the BYST in meticulously designing the mentor development programmes and leadership trainings as they result in reducing the unemployment in India. She thanked all the BYST mentors, Ms. Balaji, Mr. Jagan Mohan Reddy, Ms. Parvathi for gracing the occasion. She requested all the faculty members to take it as challenge and identify, follow up, motivate and guide at least 5 entrepreneurs in the coming one year. The faculty members were awarded certificates for successfully completing the Mentor Development Programme organised by BYST and accredited by City & Guilds, London. The Director General and BYST Mentors have distributed the certificates. Mr. G. Sudarshan, FM, SEE proposed vote of thanks.

Webinar on Cyber Security

Bearing the emergence of new opportunities and skills defined for the future by bodies like NASSCOM, Aviana NR IT (Paskle Group) in association with CoachEd has set up a bridge for students and working professionals to get to their career peaks in latest and advance technologies meeting industry requirements. The webinar on ‘The Road Ahead: Cyber Security in 2021 & Beyond’ held on 24th April 2021 focused on creating awareness and making an industry-student discussion happen in a much more seamless manner.

This is third such event conducted by ni-msme, first was conducted with experts from US and Canada and the second with experts from IBM and Wipro, We had expert panellists from PwC, one of the Big 4 Consulting Firms in the world, talking to a group of talented students, professionals, educational institution representatives from engineering and business management. The webinar was conducted to educate the importance of Cyber Security and its best practices to avoid vulnerability in the fast emerging cloud industry. The panellists discussed career opportunities, growth, scope, metrics in industries and career advancement aspiring students in Cyber Security.

It was truly an inspiring and a knowledgeable session which was powered by CoachEd, a Career Intelligence Company providing a one stop solution through meaningful mentorship to students. Aviana NR IT since its inception since 1998 is poised conduct such events and in the last six years has conducted various collaborative sessions with industry experts and eminent panellists. Under the guidance of the Director General, Ms Glory Swarupa and support from Faculty member, Mr. K. Surya Prakash Goud similar such events will be organised with Aviana NR IT and its incubates. For students who are interested in this training session can avail a three month program with placement assistance and internship programs. For information on training, please connect to gowthami@aviananrit.com or kspg@nimsme.org
National Resource Centre for Cluster Development (NRCD) has organised a webinar on Benefits of e-Commerce in association with M/s. Aviana NRIT, Bengaluru on 23rd April 2021. Total 55 participants including artisans, weavers and entrepreneurs of various Handloom & Handicraft Clusters have participated in the webinar. The main objective of the webinar is to create awareness on the benefits of e-Commerce to cluster artisans and encourage younger generation to join their parents in marketing of cluster products through this platform. Mr. K. Surya Prakash Goud, Faculty Member has welcomed all the participants. Mr. Prabhu Kumar, CEO and Mr. Sanjay Anand COO of M/s Aviana, NRIT thanked the Director General for giving opportunity to get associated with ni-msme.

The Director General of ni-msme has formally welcomed all the participants including the C.E.O of Aviana NRIT. She has briefed the advantages of e-Commerce and mentioned about the huge opportunities in e-commerce in rural clusters and awareness is to be created among the younger generations of the artisans on the benefits of e-Commerce. She thanked M/s Aviana NRIT for their long term association with ni-msme and the support in conducting these types of programmes and other cluster development projects. Mr. Sanjay Anand envisaged the importance of e-Commerce in rural clusters. He reiterated that implementation of e-Commerce will increase the sales in business and products can be placed in e-commerce websites.

Mr. Sandeep Bhatnagar, Director (M&BD), ni-msme said that through e-commerce the entire market scenario will change. Anyone from any place can get access to market and purchase the products of their choice. Mr. Prabhu gave assurance that in association with ni-msme similar online webinars on e-Commerce will be organised in future also. The webinar concluded with vote of thanks proposed by Mr. K. Surya Prakash Goud.

**Awareness Session on “Plastic Waste Management - Issues & Challenges”**

As part of creating awareness on Single-use Plastics to Alternative Materials for various training programme participants at ni-msme campus. Mr. J. Koteswara Rao Associate Faculty Member handled a session on “Plastic Waste Management - Issues & Challenges” to Agro based NG Ranga Agricultural University training programme participants. He has explained the meaning, types, benefits, Policies and ill effects of the single use plastics in his presentation to the participants.

The Ministry of MSME in its recent circular has also requested its organisations and institutes to give awareness and wide publicity on the present policy to all the MSMEs. National Institute for MSME has taken a decision to create awareness among its trainees and MSMEs on a wider scale.
Cluster News...

National Resource Centre for Cluster Development (NRCD) of ni-msme has organised an online training programme on “Mapping of Issues in Handloom Sector and Handholding Support for Funding Options” during 19th to 21st April 2021 for the benefit of handloom weavers and Weavers' societies. A total of Sixteen (16) participants from Mothkur, Ieeza, Chirala, Pedana and Macherla have attended the programme. The main objectives of the programme include analysis of business operations of the society, understand requirements/expectations of the society, scan production and marketing activities, create awareness on MSME schemes, study the various sources of finance accessed by weavers and understand the needs for finance and design suitable strategy for handloom development in the region.

Mr. K. Surya Prakash Goud, Programme Director & Faculty Member, SED briefed about programme design and interventions of Government of India, particularly Ministry of MSME and Ministry of Textile for development of handloom sector. Mr. J. Koteswara Rao, Associate Faculty Member, SED made presentation on PMEGP scheme for self-employment. Mr. G. Sudharshan, Faculty Member, SEE explained about various Institutions/organisations that provide support services for entrepreneurs and importance of Udyam Registration. Mr. L. Vijay Kumar, Consultant briefed on Cluster Development Schemes (SFURTI, CHDS, AHVY) and Institutional mechanism for their implementation. Mr. K. Surya Prakash Goud deliberated on cluster initiatives, concepts, methodology and strategic approaches for the revival of Handloom societies.

Ms. S. Glory Swarupa, Director General, during valedictory address mentioned about interventions of ni-msme in handloom clusters, significance of skill development, digital literacy and encouraged the participants to take advantage of the trainee. She advised the participants to apply new methods and processes in their traditional activities and practice innovative marketing through branding and labeling. The programme concluded with a vote of thanks proposed by Mr. K. Surya Prakash Goud.

Webinar on Be Your Own Boss and Entrepreneurship

The SEE Department has conducted a Webinar on Be Your Own Boss on 16th April 2021 and Webinar on Entrepreneurship 23rd April 2021. Total 20 participants from 5 states have attended the program.

The topics covered were Essentials of Starting Business. Financial Schemes like MUDRA, CGTMSE and PMEGP, How to Identify Viable Business Opportunity, Udyam Registration and Preparation of Detailed Project Report. Mr. V.B. Prasad handled a session on DPR.

The participants have given a positive feedback and shown keen interest in starting new Enterprise. Vote of thanks was proposed by Mr. G. Sudarshan.
Waste Management in SME Sector

National Institute for MSME (ni-msme) conducted online workshop on “Industrial Hazardous Waste Management in SME Sector”, Sponsored by Telangana State Pollution Control Board (T.S.P.C.B), Hyderabad during 08th to 09th April 2021. A total of 55 participants from Pharmaceutical units/intermediate drugs manufacturing units/Industrial association/BulkDrug manufacturing Industries/Consultancy firms/Research organisations like IICT, NIPER, IIP have participated in online workshop. Ms. S. Glory Swarupa, Director General, ni-msme, inaugurated workshop and addressed the participants on this occasion. She told that the workshop came at an opportune time and expressed happiness that not there is active participation from not only private sector but also from Government departments.

She suggested the participants to use ni-msme as platform to improve their knowledge through interactions with faculty and co-participants by sharing their experiences besides class room sessions. She has highlight about the ZED scheme and certification process during her welcome address. She encouraged participants to have positive attitude and have passion and commitment in one’s own work, which in turn brings excellence in every sphere of life.

Mr. J. Koteswara Rao, AFM, SED & workshop director welcomed all the participants and spoke briefly about ni-msme and workshop. He Highlighted the importance of the waste treatment, cleaner technologies and briefly explained the following aspects like Hazardous waste in particular includes products that are explosive, flammable, irritant, harmful, toxic, carcinogenic, corrosive, infectious, or toxic to reproduction. Sources of Hazardous Waste includes from Heavy Metals, Hydrocarbons, Organic Chemicals. Management and Treatment options for Hazardous Waste: Use of Hazardous Wastes as Alternate Fuels, Incineration, Destruction and Waste-to-Energy, Hazardous Wastes (secured) landfills, Recycling & Pyrolysis.

Dr. K. Srinivas, Head (Technical), Ramky Enviro Engineers Pvt. Ltd.; Dr. P. Veerana Patel, Joint Chief Environmental Scientist (Retd), Telangana State Pollution Control Board, Hyderabad; Dr. A. Gangagni Rao Chief Scientist, Bioengineering and Environmental Sciences (BEES), CSIR-Indian Institute of Chemical Technology (IICT), Hyderabad and other experts from Industrial Hazardous Waste Management have delivered their sessions to the participants.

In the valedictory address, Director General Ms. S. Glory Swarupa appreciated all participants for showing interest in the training programme. She also highlighted that this workshop enable knowledge dissemination and exchange of best practices in Industrial hazardous waste management aspects. Recycling aspects, waste to wealth concepts. etc., she also requested participants to implement the learnings in their work. She also suggested sharing their success stories with ni-msme. Workshop Director Mr. J. Koteswara Rao, AFM, SED summed up the process of the workshop in brief and appreciated the participants for their active participation and extend their co-operation for make it event a grand success. All participants appreciated the workshop and benefits acquired from the technical sessions and clarifications against their queries by subject domain experts. They also appreciated the faculty/resource persons and on line amenities of ni-msme. The workshop concluded with Question & Answer Session. Most of the participants rated the workshop as “Very Good”. The workshop was concluded with formal vote of thanks proposed by Mr. J. Koteswara Rao.
Meeting of TOLIC (CGO-1)

Town Official Language Committee (Central Government-1), Hyderabad has conducted its 9th half yearly meeting on 22nd April 2021 at 11 a.m. through virtual mode. The meeting was inaugurated with welcome address by Shri M.A. Bari Farukhi, Member Secretary, TOLIC (CGO-1), Hyderabad. He welcomed the president Dr. Munavvar Hussain Kami, Director, NRIUM and President TOLIC, Shri Kumar Pal Sharma, Dy. Director, Regional Office, Bangalore, Dept. of Official Language, Ministry of Home Affairs Govt. of India, Ms. S. Glory Swarupa, Director General, ni-msme, Dr. C.H. Venkateswar Rao, Dy. Director General and Head of Mission-5, GSI, Shri Vishwajeet Gangopadhyay, Dy. Director General, Regional Training Section and Field Training, GSI, Dr. Vibhas Sen, Director, Technical Coordination and Planning and Pragramme and Rajbhasha Adhikari, GSI, Dr. Naresh Bala, Dy. Director, Hindi Teaching Scheme, Hindi Teaching Scheme Office, Hyderabad, Shri Vishnu Bhagwan, Advisor, TOLIC and other representatives of the member offices.

Ms. S. Glory Swarupa appreciated the efforts being made by TOLIC for propagation of the Official Language Hindi. She also ensured continuous support to TOLIC by ni-msme. Shri Vishnu Bhagwan, Advisor of TOLIC (CGO-1) presented the report of TOLIC and given suggestions to the member offices, while reviewing their quarterly reports and shortfalls found.

Dr. Munavvar Hussain Kazmi, President of the Committee has highlighted the role of Official Language, Hindi in all over development of the nation. He said that even there are different cultures, languages etc. in India, Hindi is the only language leading ahead with accepting the words of regional languages, which are being used by general public.

Chief Guest, Shri K.P. Sharma, Dy. Director, Regional office, Department of Official Language, Ministry of Home Affairs, Govt. of India said that Town Official Language Implementation Committee is a platform provided to decide various methods of activities for the development of Hindi. He also informed that the Parliamentary Committee on Official Language, always focus on the attendance of Head of the Departments in the meetings of TOLIC. He requested to follow 9 points including Training, Implementation, Propagation, Publicity, Management, Information Technology, Inspiration, Encouragement and Award for better performance. He convoyed his best wishes to Dr. Munavvar Hussain Kazmi in view of his retirement from services in the month of June 2021. The meeting concluded with vote of thanks by Shri S. A. Shukur, Dy. Director (O.L.), GSITI.

Academic Accomplishment

Mr. G. Sudarshan, Faculty Member, SEE has completed a course on Certified Personal Finance Specialist (CPFS) conducted by the American Academy of Financial Management India (AAFM).

The program is more practical in nature and helps in understanding critical and significant functions related to Financial Planning, Goal Planning and Investment planning. It will assist investors to shift from investment planning to comprehensive financial planning. The course content includes Financial Planning Process, Financial Mathematics, Investment planning, Goal Planning and Advance Financial Goal Planning.

Director General, ni-msme has congratulated Mr. G. Sudarshan on the successful completion of the certificate course on CPFS.
Placement Drive for ESDP Trainees

National Institute for MSME, Hyderabad in collaboration with M/s. Vijaya Diagnostic Centre (VDC), Hyderabad has organised a placement drive for the ESDP trainees of ATI scheme on 24th April 2021 in ni-msme campus. This drive is exclusively for the Online & Offline Entrepreneurship & Skill Development Programmes (ESDPs) trainees trades namely Accounts Executive, Data Entry Operator & Multi-functional Administration, Animation, VFX Editor and Baking Technician under ATI scheme of Ministry of MSME, Govt. of India.

Main objective of this event is to motivate the unemployed youth representing different sections of the society including SC/ST/Women, differently-abled, Ex-servicemen and BPL category for choosing their career options. A total of 78 participants have attended the placement drive, out of which 55 participants got shortlisted by the client M/s. Vijaya Diagnostic Center. They have expressed gratitude to the Ministry of MSME and ni-msme for conducting the placement drive with strict COVID-19 precautionary measures. Speaking on the occasion, Ms. S. Glory Swarupa, Director General, National Institute for MSME, expressed the concern over growing unemployment. She commended all the students who have attended the placement drive in spite of COVID-19 pandemic and also congratulated the shortlisted candidates. She also suggested them to make best use of this career opportunity.

Condolences to Previous Officials of ni-msme

Dr. N. Srilakshmi, Former Director & Registrar of ni-msme has passed away on 18th April 2021, at the age of 65 due to ill health. Dr. G.U.K. Rao, Former Director, SED has passed away on 22nd April 2021, at the age of 71 due to old age illness.

The entire ni-msme family observed two minutes silence and offered tributes as a mark of respect to the departed souls and also conveyed condolences to the bereaved family. Both the officials have richly contributed their services to the institute for more than three decades. Their contributions were highly acclaimed in the MSME sector.

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