Foundation Stone Laying Ceremony

Expansion of activities requires suitably appointed infrastructure to facilitate smooth execution. Of all the components of infrastructure, proper housing facility is the most basic. Incidentally, new building also signifies a phase of ascent.

The foundation stone for the new ATI (G+3) building at ni-msme was laid on 1st October 2020 at 12.30 p.m through video conference mode. The project was supported by the Ministry of MSME under infrastructure development.

Mr. A.K. Sharma, IAS, Secretary (MSME) to Govt. of India was the Chief Guest. Ms. Alka Nangia Arora, Joint Secretary, Ministry of MSME, Gol was the Guest of Honour. Ms. S. Glory Swarupa, Director General of ni-msme welcomed the distinguished personages.

The foundation stone laying was done virtually by the Chief Guest. Dr. K. Visweswara Reddy, FM (SEM) & Admin I/c, ni-msme; Mr. Murali Kishore, Asst. Registrar, ni-msme; Mr. S.V.L. Narasimha Raju, Consultant Engineer, ni-msme; Mr. V. Srinivasulu, Executive Engineer (Civil), CPWD; Mr. P. Sai Komareeswar, Executive Engineer (Electrical), CPWD; Mr. N. Janardhana Rao, works contractor, other faculty members and staff of ni-msme were present at the event.

Mr. Sandeep Bhatnagar, Director (M & BD), ni-msme proposed the vote of thanks.
Digital Marketing and e-Commerce Development Workshop

A workshop on Digital Marketing and e-commerce Development was conducted on 3rd October 2020 at ni-msme campus, for the Mothkur Ikat Handloom Cluster, as its Nodal Agency. Twenty-four young technical/non-technical persons from artisan families participated in the one day workshop. The young participants were accompanied by Mr. P. Laxmi Narasaiah, Director and Mr. V. Narasaiah, CDE from the Implementing Agency of the cluster.

The aim of the workshop was to impart knowledge of digital marketing methods, online cluster products promotion, branding and labelling methods. Mr. K. Surya Prakash Goud, workshop coordinator acquainted the participants with the concept of workshop, latest methods in cluster development and how the SFURTI has benefited the weavers of the cluster.

Mr. Sandeep Bhatnagar, Director (M & BD), expatiated on the concept of Digital Marketing and how to link the products range with e-commerce platforms such as Amazon, Flipkart and other domestic sites to market them. He advised them to focus on branding techniques, export and import marketing procedures, and labelling details.

Mr. L. Vijay Kumar of SED spoke about the history, infrastructure and facilities at ni-msme and its activities.

Mr. Goud encouraged the participants to visit the Fashion Technology lab in Livelihood Business Incubation Centre in the ni-msme campus, where the training programmes are going on.

The participants visited and interacted with Fashion Technology trainees and interacted with their faculty Mrs. Sunitha and Mrs. Vani. The trainees showed keen interest in various other online and offline training programmes of ni-msme.

Mr. Goud urged the participants to regularly visit ni-msme website to access information about our training programmes. The participants were encouraged to involve themselves in the cluster with innovative methods to enrich cluster products and increase their marketing outreach in national and international markets.

Ieeza Handloom Cluster Review

The National Institute for MSME (ni-msme) and Indian Women Institutional League (IWIL India) had jointly organised a webinar on 17th October 2020 to know the present status of the cluster. The SPV President, IA and TA were informed in advance.

The meeting was headed by Mr. K. Surya Prakash Goud, FM (SED). Dr. G.S. Gill, Mr. L. Vijaykumar and Ms. Rama Devi also participated in the meeting.

Mr. Jagannathan, President; Mr. Basavaraju, Director from the SPV; Mr. K. Veeresh, CDE; Mr. H. K Chary from the Technical Agency attended the meeting. The SPV President stated that the SPV desires to get new land on lease.

Mr. K Surya Prakash Goud advised Mr. Chary from the School Net India Ltd. (TA) to assist the IA in issuing the tenders for CFC and machinery. Mr. Goud and Mr. Chary instructed the Cluster President and Director to complete the cluster works within two months and start production. The SPV President and the Director assured that cluster will be completed by December 2020.

Webinar on Digital Media Marketing

The National Institute for MSME (ni-msme) and Indian Women Institutional League (IWIL India) had jointly organised a webinar on 17th October 2020, attended by 95 participants from across the country.

Ms. Deepa Sayal, Social Entrepreneur, President and Chief Patron, IWIL India, CEO, ADG made an online presentation about the benefits of Digital Media Marketing to MSMEs. Mr. Sandeep Bhatnagar, Director (M & BD) gave a presentation on Entrepreneurship through Digital Transformation and Technology and how to build revenue pipeline and generating business post COVID-19. Enthusiastic participants enquired and discussed about the various schemes of the Ministry of MSME.

The virtual event was coordinated by Mr. Sandeep Bhatnagar.
From the Director General’s Desk

“Climate Finance for MSMEs”

The Indian MSME sector is an important pillar for the national economy. 63.3 million MSMEs – of which many reside in rural areas – employ 120 million people. The sector accounts for 30 percent of GDP and 40 percent of exports. However, their financial needs are served insufficiently. Thus, MSMEs are not equipped to absorb the economic effects of losses related to extreme weather and natural events, exacerbated by climate change.

Climate change increases risks and presents significant challenges as well as potential opportunities for rural Micro, Small and Medium Enterprises (MSMEs). However, financing is crucial for enabling these MSMEs to adopt needed practices and investments in technologies and approaches that are climate smart. This is particularly challenging for those MSMEs in the rural and agricultural setting which are most vulnerable and already have the most difficulties accessing finance.

Investment in climate smart MSMEs, as well as investment that encourages rural MSMEs to become climate smart, is therefore needed to adapt and build resilience of rural communities, as well as to reduce greenhouse gas emissions from rural areas.

For any micro, small and medium enterprises (MSMEs) or Start-ups working on climate solutions, “climate finance” is a buzzword. But it has become increasingly clear that we need to reimagine the entire ecosystem if we want to get MSMEs to actively and effectively engage in the delivery of climate solutions – as well as saving them from the negative impacts of climate change.

Climate finance remains a bit cryptic to the majority of MSMEs and Start-ups. There is no standard agreement about what types of finance qualify and this leads to several issues in understanding, measuring, reporting and verifying it. There is a huge gap between the demand for climate finance and its supply. One of the biggest challenges in taking advantage of climate finance is its convoluted route. Climate finance flows from public, private, alternative or blended sources through national, regional and/or international channels.

These funds then appoint National Implementing Entities (NIEs) in developing countries, such as India’s National Bank for Agriculture and Rural Development (NABARD) that is responsible for the disbursement and management of climate finance to MSMEs. MSMEs and other enterprises apply for funds from these NIEs, which follow a pre-determined process for awarding and transferring the funds. In spite of the availability of these resources, there are several impediments that prevent MSMEs from fully leveraging them such as limited communication between financial institutions and MSME results in a lack of awareness about climate finance opportunities for these enterprises; The complexity of applying for access to climate finance (especially the paperwork required) is a major challenge for MSMEs that lack an understanding of the procedures, eligibility requirements and reporting criteria involved. Also, MSMEs need more capacity building support, technical assistance and grants, but due to their small project sizes, they find this support to be insufficient.

There are several ways the global development community can help overcome these challenges and open new avenues to climate finance for MSMEs. Financial institutions need to calibrate their offerings with a nuanced understanding of MSMEs’ needs in different climate change sectors. Additionally, government institutions and policy makers need to make additional efforts to create a regulatory environment that’s conducive to climate finance. A new mechanism for risk mitigation needs to be developed. The sector also needs simplified processes for ensuring a smooth flow of climate finance and dedicated agencies for capacity building at the national as well as sub-national levels. Online resources and tools that help MSMEs to check their eligibility for different types of climate finance and that explain how they can obtain it, could be a great value add.

If these measures are taken as part of a broader effort to boost the climate finance ecosystem, the benefits will be substantial – not just for MSMEs, but for both national economies and the global environment.

Ms. S. Glory Swarupa
Director General
**Cluster’s Review Meeting**

ni-msme, the Nodal Agency for SFURTI of the Ministry of MSME, is implementing 19 clusters across the country. In this context, the Institute is conducting online meetings with various agencies to ensure proper implementation of the scheme. The last review meeting was conducted on 21st October 2020 in the ni-msme campus, chaired by Ms. S. Glory Swarupa, Director General. The National Resource Cluster Development Centre (NRCD) team comprised of Mr. K. Surya Prakash Goud, Dr. G.S. Gill, Mr. L. Vijay Kumar and Ms. Rama Devi participated in the meet.

Mr. Goud apprised the DG about the progress of the scheme in different clusters. Muthkur Ikkat Handloom cluster is in need of a silk warping machine which has to be procured from Bengaluru. At the Tirur Coconut Flavoured Milk Cluster electrification and other works will be completed by 31st October 2020.

At the Bathinda Honey Bee Cluster, trial runs of honey processing machine and wooden machines is going on. The DG advised that all interventions in the cluster be completed at the earliest.

The CFC tender is finalised and work order will be issued shortly for Kondapally Wooden Toys Cluster, Andhra Pradesh. At the Pembarthi Metalware Cluster, three heavy machineries shall be installed shortly. In Ieeja Handloom Cluster, the SPV has provided land lease agreement and sent the draft tenders for CFC and machinery. In the Hoshiarpur Wooden Cluster in Punjab the CFC tender will be finalised by the end of this month and the SPV has been asked to resubmit the action plan for soft interventions.

The SUS Readymade Cluster in Pune, Maharashtra is administering soft interventions and the refurbishment work will be completed by the end of October 2020. In the Sakoli Bamboo Cluster, Maharashtra the CFC work is progressing well. In the Wardha Cluster, Maharashtra the SPV has deposited their contribution and tender shall be floated shortly.

In Jharkhand, the Implementing Agency, Mukhyamantri Laghu Evam Kutir Udhyam Vikas Board (MLKUVB), has conducted meeting with all seven clusters and encouraged the SPV to deposit their contribution at the earliest.

The DG advised that all clusters approved in 2016 be completed by the Dusshera festival, start production and release the remaining funds. Also, the DG suggested that online training programme be arranged and finalised during November 2020.

The meeting concluded with the promise to speed up the scheme implementation.

**Webinar on Risk Management**

The National Institute for MSME (ni-msme) and the Institute for Risk Management (UK) – India Affiliate had jointly organised a webinar on Risk Management for MSMEs, on 24th October 2020. A total of 997 participants from across the country and abroad participated in the event, coordinated by Mr. Sandeep Bhatnagar, Director (M & BD), ni-msme.

Mr. Sairam Natarajan, GRC Champion, D&I Advocate, London presented the overview about Risk Management principles. Mr. Sandeep Bhatnagar gave a strategic presentation on Managing Risk for Young Enterprises, while Mr. Nicholas Stylianakis, Management Consultant, London, United Kingdom discussed Risk Mitigation strategies post COVID-19. Some of the enthusiastic participants enquired about and discussed the ways MSMEs can negotiate operational risk in the current scenario.

**Training Programme on Healthcare Products**

A three-day training programme on Entrepreneurship Development in Health Care products was conducted during 28th to 30th October 2020, at ni-msme campus. The programme was inaugurated by Ms. S. Glory Swarupa, Director General, ni-msme, Mr. K.S.P. Goud, Faculty Member, SED welcomed the participants.

Mr. J. Koteswara Rao, Programme Director briefly outlined the programme content. The DG spoke about importance of health care products at this point of time. This programme was attended by participants from Kerala, A.P. and Telangana. As part of the programme, in-plant exposure visit was arranged on 29th to UTHHAM industries, a home based products manufacturer located at Rural Technology park, NIRD & PR. All their products preparation methods along with chemical formulations were shown. The participants were also given hands-on experience.

Sessions on entrepreneurship, decision making process, market survey tools, financial costing and basic accounting, business plan preparation, project technical feasibility, MSME schemes and Udyam registration, etc., were addressed by ni-msme faculty. Mr. M.Y. Reddy, Chief Manager (Retd.), SBH interacted with participants and guided them on financial project report appraisal.

The valedictory function was chaired by Ms. S. Glory Swarupa, Director General, ni-msme. The participants rated the programme as excellent. The Director General cited examples of successful entrepreneurs and enumerated the ministry schemes for establishing micro enterprises in health care products. Training participation certificates were distributed to all the participants before closing the programme.
ni-msme was invited to the Youth Motivation Camp for Skill Development, organised by the Telangana State SC Corporation on 19th October 2020 at Gollapally, Jagitial District. Mr. Koppula Eshwar, Hon’ble Minister for Social Welfare, Govt. of Telangana was the Chief Guest and Mr. Borlakunta Venkatesh Netha, Hon’ble Member of Parliament from Peddapalli was the Guest of Honour. The aim of the camp was to empower the unemployed youth to utilise government schemes for their development.

Mr. J. Koteswara Rao, AFM, SED; Mr. G. Sudarshan FM, SEE and S. K. Subhani, Faculty Consultant attended the event on behalf of ni-msme.

ni-msme put up a stall and registered 145 unemployed youth from Velgatur, Dharmapuri and Buggaram mandals. They will be given training in entrepreneurship and skill development.

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School of Entrepreneurship & Extension (SEE)

ToT in Entrepreneurship and Skill Development

Training of Trainers in Entrepreneurship and Skill Development was conducted during 21st September to 2nd October 2020, for Assistant Training Officers, Deputy Training Officers and Training Officers of the Government Industrial Training Institutes (ITIs). This programme was sponsored by Department of Labor Employment Training and Factories, Government of Telangana. A total of 20 trainees from different ITIs of Telangana State had participated in the programme.

The valedictory event was conducted on 2nd October. Dr. Visveswara Reddy, FM (SEM) & Admin I/c. distributed the certificates. The participants appreciated the efforts of the faculty who delivered the sessions. They thanked the Director General for conducting the programme in this pandemic situation. Mr. G. Sudarshan, Programme Director proposed the vote of thanks.

Guest Faculty at EDP

The Centre for Entrepreneurship Development & Business Sustainability (CEDBS), Department of Business Management, Osmania University invited ni-msme faculty as guest speakers at the national online training programme on Entrepreneurship Development, which they had organised during 5th to 11th October 2020, in collaboration with Osmania Technology Business Incubator. The Chief Patrons for the programme were Mr. Arvind Kumar, IAS, Vice Chancellor I/C, OU; Prof. Ch. Gopal Reddy, Registrar; Prof. T. Krishna Rao, OSD to Vice-Chancellor; Prof. Srim Venkatesh, Nodal Officer and Dr. Chelma Srinivasulu, Director.

Mr. Gaddam Sudarshan, Faculty Member, School of Entrepreneurship and Extension, ni-msme addressed two sessions on Schemes of Assistance and Fund Raising, on the 6th October and on Regulatory and Legal Compliances, Company Incorporation, Taxation and Other Regulations, on the 8th October. In all, 600 participants including resource persons and students had attended the programme.
• **ToT in Agri Entrepreneurship**

The SEE of ni-msme conducted Training of Trainers (ToT) programme in Agri Entrepreneurship for Syngenta Foundation, India during 5th to 9th October 2020. In this programme 25 trainees comprised of Faculty, Project Leaders and Project Coordinators from 8 different states participated.

Mr. Baskar Reddy, Executive Director, Syngenta Foundation India; Mr. Rajendra Jog, Chief Executive Officer, AEG Foundation; Mr. Ravindra Katre, Head-Trainings, Syngenta Foundation; Ms. Bhawna Nirmal, Manager-Business Development, AEG Foundation and Mr. Aravind, Manager, Syngenta Foundation graced the inaugural function and urged the participants to get maximum knowledge from this training programme. Ms. S. Glory Swarupa, Director General of ni-msme stated in her inaugural speech that National Institute for MSME and Syngenta Foundation, India have initiated efforts for the development of agri entrepreneurship in rural areas. Both the organisations have the potential to develop and implement in a synergistic way, various programmes for doubling the farmers’ income by 2022.

The programme, conducted through online WebEx mode, aimed at imparting skills and knowledge essential for inculcating entrepreneurial success among the trainees in the agricultural sector. Idea for an enterprise, Training methods, Mentoring, IPR, GST, MSME policy and schemes, Marketing for MSMEs and Cluster development were in the inputs. The reading material, assessments and feedback of the training programme was made available through Google Classrooms.

Dr. Shreekant Sharma, Programme Director of the programme, stated that the Government of India has recently initiated a series of structural reforms in agriculture sector to transform it into a viable enterprise and financially empower the farming community. Such programmes would help transform the government vision to the grassroots level.

The participants expressed the opinion that the training would help them immensely in improving their efficiency in the current job. The programme ended with vote of thanks proposed by Dr. Dibyendu Choudhury, Faculty Member, SEM.

• **Toolkit Distribution**

ni-msme has successfully completed 34 Capacity Building ESDPs and EDPs in different domains and trained 700 prospective/existing SC/ST entrepreneurs for the year 2019-20. The programmes were conducted by well experienced faculty with good teaching as well as practical experience in their respective fields of specialisations. The skill trainings were conducted in Digital Photography and Videography; Make-up Artist; Fashion Designing; Tailoring; Animation; and Hand Dyeing. The participants were given adequate field shooting assignments for photography trainees, along with exposure to studio environment for videography. Similarly, Tailoring, Fashion Designing trainees were taken to Fashion Expo/ Exhibition to get exposure to marketing channels of the industry.

After successful completion of training, as part of hand-holding support to the ESDP candidates, the National SC/ST Hub sponsored toolkits under 6 skill training programmes were distributed to the candidates. The tool kits were distributed on 30th September to the trainees of Digital Photography and Videography and Animation and on 7th October to the Make-up candidates.

During the distribution ceremony, the Director General, ni-msme addressed the participants and advised them to use the skill training knowledge to start their own enterprises and also to share their success stories with ni-msme. At the end of the programme, the Director General distributed the tool kits to the trained candidates. Programme Directors Dr. E. Vijaya and Dr. K. Visweswara Reddy coordinated the successful distribution of tool kits.
Webinar on Starting EXIM Business

The SEM of ni-msme had organised a webinar on How to Start an EXIM Business, on 20th October 2020. The programme was formally inaugurated by Dr. K. Anuradha, Head, Department of Commerce, St. Ann’s College, Hyderabad. Speaking on the occasion Dr. Anuradha emphasised the importance of international business in the present situation.

Dr. K. Visweswara Reddy, Faculty Member (SEM) addressed 58 final year students of International Trade who made virtual presence in the event. Being an expert in international business, he elaborated on the broad changes that have taken place in the documentation procedures in the post-liberalisation period. He also explained the basic steps to be followed in starting EXIM business.

The topics covered included importance of export-import business, benefits for small business, international and local bodies, IE code, EXIM finance, shipping documents and so on.

Mrs. Suma Reddy, Faculty of International Trade made the closing remarks. The virtual event was coordinated by Dr. Visweswara Reddy.

ESDP Activities under ATI scheme

Under the Assistance to Training Institutes (ATI) Scheme of MoMSME, ni-msme has started 20 online ESDPs in various trades. The trainees are being given both theoretical and practical inputs through online ni-msme e-learning platform. The new batches initiated in the streams of IT-Ites were: Junior Software Developer; Cloud Engineer; Accounts Executive; Engineer - Technical Support (Linux Administrator); Data Entry Operator; Multifunctional Administrative Executive and Web Developer. These programmes focus on both practical skills and entrepreneurship knowledge.

The second batch of ESDP (offline) of Asst. Fashion Designer has started from 19th October 2020. The module duration is 500 hours, and the trainer is Ms. Sunitha. The ratio of theory to practicals is approximately 40:60 and the content is as per NQR. The topics include Elements and principles of design; Colour theory and process; Design process; Preparation of inspiration, theme and mood boards; Development of tech-packs based on theme and mood boards; Fabric identification and selection; Hemming works; and Prototype development based on tech-packs.

All the programmes are being coordinated by Ms. V. Swapna, Associate Faculty Member, SEM.
• Vigilance Awareness Week

Vigilance Awareness Week was observed at ni-msme from 27th October to 2nd November 2020. All the employees of ni-msme took the pledge at their work places/desks at 11.00 a.m. on 27th October.

For this year, the theme was, Satark Bharat, Samriddh Bharat (सतर्क भारत, समृद्ध भारत).

• DG Addresses the Technical Institutions

Ms. S. Glory Swarupa, Director General, ni-msme was invited as Guest of Honour to the workshop on Management Capacity Development was conducted during 9th to 10th October 2020 by the Shankara Institute of Technology of S. K. Chaudhary Educational Trust, Jaipur in association with Rajasthan Technical University, Kota.

Mr. Satya Pal Malik, Hon’ble Governor of Meghalaya was the Chief Guest of the inaugural ceremony held on the 9th for the inaugural ceremony. Prof. R.A. Gupta, Vice-Chancellor, RTU; Dr. M.P. Poonia, Vice-Chairman, AICTE and Dr. Sant Kumar Chaudhary, Chairman, Shankara Group Institutions were the Guests of Honour.

The Director General delivered a session on Institutional mechanism for excellence in technical education. The programme was well received and highly appreciated.

• Webinar on Agri Education

Ms. S. Glory Swarupa, Director General delivered a session in the webinar on Transforming Agricultural Education Institutions for Better Future through Industry Academia Collaboration, on 22nd October 2020, conducted by the Institutional Development Plan, Acharya N.G. Ranga Agricultural University, Gunur, Andhra Pradesh.

The DG focused on Impact of COVID-19 on the Industry and Future Prospects. She said corporates and MNCs fared a little better because major part of their activities are IT enabled, while organisations and enterprises which function basically through manual and real time work had to face a serious challenge. The MSMEs are precisely of this type. Besides, long intervals of inaction disrupt their production, delivery schedules, payables and receivables which, in turn, would affect their future activity and all the stakeholders along the supply chain. Therefore COVID-19 impact is strong on MSMEs.

Mr. Pradeep Hazari, Special Secretary-cum-Advisor, Department of Agriculture, Animal Husbandry & Cooperatives, Government of Jharkhand; Dr. A. Vishnuvardhan Reddy, Vice-Chancellor, ANGRAU; Dr. P. Ram Babu, Director of Extension, ANGRAU and Dr. A. Pratap Kumar Reddy, Dean of Agriculture and Principal Investigator-IDP, ANGRAU participated in the inaugural event. A panel discussion was held on Opportunities for the Industry-Academia Collaboration: Way Ahead, which came out with very good suggestions to overcome the current situation. Vote of thanks was proposed by Dr. T.V. Sridhar.
• MoUs Signed

◆ **NIELIT**

This Agreement was entered on 1st October, 2020 between National Institute for Micro, Small and Medium Enterprises (ni-msme), represented by Ms. S Glory Swarupa, Director General, and National Institute of Electronics and Information Technology (NIELIT), under the administrative control of the Ministry of Electronics & Information Technology, Government of India represented by Dr. Jaideep Kumar Mishra, Director General, NIELIT to explore the possibility to provide joint training programs across the country in the fields of Electronics, Information Technology, and Entrepreneurship Development in blended mode. Both the parties agreed to cooperate in the areas of future technology and entrepreneurship potential areas like 3D Printing, Digital Manufacturing, and Virtual & Augmented Reality.

◆ **Indian Institute of Packaging**

A Memorandum of Understanding on cooperation in academic, research and training areas was signed between the Indian Institute of Packaging (IIP), Mumbai, Ministry of Commerce & Industry, Govt. of India and the ni-msme on 16th October 2020. Ms. S. Glory Swarupa, Director General on behalf of ni-msme and Dr. Tanweer Alam, Director on behalf of IIP signed the document. The MoUs intends to impart knowledge through training programmes and collaborative research projects, through academic cooperation in the domains of mutual interest.

• Celebrations of Dusserah Festival

Dusserah was observed at the ni-msme campus on 23rd October 2020 with traditional gaiety. Entire ni-msme family joyfully participated in the celebration.

On this day, puja of goddess Durga was performed with prayers to receive her grace for the Institute’s prosperity. Lunch was hosted by the employees union on the occasion. In the evening woman employees of the Institute organised and participated in the Bathukamma festival.

The celebrations ended with prayers to the Supreme Mother for the well-being of the Institute and good health of the employees and their families during the pandemic.