REPORT ON NI-MSME HYDERABAD VISIT

Date of Visit: 27th January 2025

Location: National Institute for Micro, Small, and Medium Enterprises (ni-msme), Hyderabad

The visit to NI-MSME, Hyderabad, on 27th January 2025, was an enriching experience aimed at understanding key aspects of entrepreneurial development, capacity building, funding opportunities, technology transfer, and incubation support. The visit provided valuable insights into fostering innovation and leveraging government schemes for business growth. The discussions with experts and industry professionals provided a comprehensive overview of how innovative ideas can be nurtured and transformed into sustainable business models.

Objectives

- To explore innovative idea generation techniques.
- To understand capacity building and skill development programs for entrepreneurs.
- To learn about zero-waste management strategies and their applications.
- To gain knowledge on funding schemes and financial assistance for startups.
- To explore technology transfer mechanisms for business growth.
- To identify incubation opportunities and collaboration with industry leaders.
- To explore biochar technology and its role in sustainable business models.

Key Learnings and Takeaways

1. Innovative Idea Generation

- The session with Mr. Vivek Kumar, an expert in entrepreneurship and innovation, was highly beneficial.
- The discussion revolved around brainstorming techniques, design thinking, and lean startup methodologies.
- Key focus: How to identify market gaps and transform innovative ideas into viable business opportunities.

2. Capacity Building & Skill Development

- The institute emphasized various skill development programs designed to equip entrepreneurs with essential business skills.
- Focus areas: Leadership training, financial management, business scaling strategies, and market research.
- These programs aim to empower MSMEs and help them sustain their businesses effectively.

3. Zero Waste Management & Biochar Technology

- Application of circular economy principles in startups was discussed, particularly in industries like food processing, textiles, and manufacturing.
- Biochar is a carbon-rich material obtained from biomass pyrolysis.
- It has multiple applications in agriculture, waste management, and carbon sequestration.
- Potential for soil improvement, carbon capture, and eco-friendly waste utilization.
- The importance of sustainability in modern business practices was highlighted.

4. Livelihood Incubation Centre

- The visit included an introduction to the Livelihood Incubation Centre, where startups receive support in product development, market access, and funding.
- Potential for employment generation and entrepreneurial empowerment was emphasized.

5. Business Flexibility & Ikigai Framework

- The session on business flexibility introduced the Ikigai model, a Japanese concept that helps individuals and businesses align their passion with market needs.
- The four guiding questions of Ikigai were discussed:
- What do I love?
- What does the world need?
- What can I be paid for?
- What am I good at?
- This approach helps entrepreneurs identify their niche and build sustainable businesses.

6. Funding & MSME Schemes

- The visit provided in-depth knowledge about various funding schemes for MSMEs, including:
- My MSME Idea Grant – Financial assistance of ₹15 lakhs from the Government of India.
- Various other schemes were introduced, with guidance on eligibility criteria and application processes.

7. Technology Transfer & Entrepreneurship

- Introduction to CSIR Technology Transfer, which enables startups to adopt proven technologies and commercialize them.
- A session on converting ideas into businesses focused on the commercial viability of innovations.
- A list of available technologies for MSME adoption was provided for consideration.

8. Key Business Project Ideas Discussed

During the visit, several potential business ideas were discussed, including:

Soya Food Manufacturing Unit

- Manual Setup Cost: ₹1,52,000
- Semi-Automatic Setup Cost: 1,82,000
- Scope for nutritious food production and market demand analysis.

Food Processing & Waste Utilization

- Utilizing leftovers for batter, sauces, and snack production.
- Discussion on value addition and market feasibility.

Recycled Paper Unit

- Emphasis on child labour-free manufacturing practices.
- Potential for eco-friendly and sustainable business models.

Biochar Production Unit

- Raw Materials: Agricultural waste, wood chips, and organic residues.
- Applications:
- Soil enhancement (increasing soil fertility and water retention).
- Carbon sequestration (reducing environmental carbon footprint).
- Waste management (converting organic waste into valuable products).
- Market Potential: Biochar is gaining popularity in sustainable agriculture and carbon credit markets.

Action Plan Post-Visit

- Implement zero-waste management strategies in our projects.
- Explore funding schemes and apply for relevant grants.
- Collaborate with incubation centres and technology firms for knowledge sharing.
- Develop business models based on the Ikigai framework.
- Work on the shortlisted project ideas and assess their feasibility.
- Start a Biochar Production to evaluate its potential in sustainable business models.

The learnings from this visit will play a crucial role in shaping the future initiatives of our Auxilium Innovation Innovation Centre, enabling us to foster sustainable and impactful businesses.


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