

AUXILIUM COLLEGE (AUTONOMOUS)

IPR REPORT FOR THE YEAR 2019-2020

The Intellectual Property Facilitation Centre for MSMEs at ni-msme had organised a national level virtual seminar on Own Your Future through the Journey of Entrepreneurship, in collaboration with Intellectual Property Rights Cell and Auxilium Business Incubation Centre of Auxilium College from 27th May to 29th May 2020. Mr. Gunasekaran, Matha Educational Trust was the NGO partner. Dr. Sugantha Kumari V., Assistant Professor of Chemistry (IPR Cell) and Dr. Beulah Suresh, Head & Assistant Professor of Business, Administration (ABIC) were the co-coordinators of the seminar. The entire seminar was moderated by Mr. Dinesh Gajendran, catalyst and Executive Director, Audacious Dreams Foundation.



ni-msme

Bulletin

An in-house monthly magazine published by the National Institute for Micro, Small and Medium Enterprises (ni-msme)

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Future through Entrepreneurship

Intellectual property has been gaining increased significance with technological advancement. All technology is intelligent innovation and therefore property of the creator. Especially the rise and spread of artificial intelligence dramatically enhances the value of the innovation and needs to be protected with utmost care.

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The speakers enlisted on the panel were: Ms. V. Swapna, Associate Faculty Member, Registered Patent Agent and Trademark Agent, IPFC, Certified ZED Assessor (QCI-India), ni-msme and seminar coordinator; Dr. L. Stanley Abraham, Scientist E, Centre for Ocean Research (DST-FIST sponsored), MoES-ESTC Nodal Centre for Marine Biotechnological Studies, Sathyabama Institute of Science & Technology (Deemed University), Chennai; Mr. Ramangujral, Regional Head, EDII, Bengaluru.

Ms. S. Glory Swarupa, Director General, ni-msme inaugurated the seminar. In the inaugural address she highlighted the characteristics of entrepreneurship. She highlighted few legendary names from Tamil Nadu like Bharat Ratna Dr. APJ. Abul Kalam and Smt. M.S. Subbalakshmi. She also quoted the successful examples like Ms. Indra Nui, Former, CEO, Pepsico and Mr. Sundar Pichai, CEO, Google to motivate the participants towards entrepreneurship. She explained the Chinese way of manufacturing for the world. She elaborated the benefits of being an entrepreneur especially for girls and the various benefits and schemes offered by the Government to start a business. Further she elaborated on the benefits of being an entrepreneur.

During the technical sessions, Ms. Swapna focused on IPR and the importance of securing intellectual property (IP) in the early stages. The session highlighted the various types of IPR, patentable and non-patentable inventions in India, trademark requirements and exceptions, fundamentals of copyright and related rights. She also discussed the NMCP scheme for building awareness on intellectual property rights (IPR) for MSMEs and start-ups and the intellectual property protection scheme initiated under start-up action plan.

Dr. Stanley Abraham gave an in-depth view of patent drafting and filing, the procedures involved and the agencies concerned.

Mr. Ramangujral suggested innovative ideas for starting a business and being successful. The session also dealt with creating value by becoming an entrepreneur.

The response to the seminar was overwhelming. Nearly 887 online participants registered for the event from various colleges across the country. The first 500 participants were accommodated through video conferencing and others through live streaming. The welcome, introduction and vote of thanks for all the sessions were given by Dr. Sugantha Kumari and Dr. Beulah Suresh. The seminar was cited as a fruitful experience by the participants. Overall, the seminar appears to have ignited the spark of entrepreneurship in the minds of the student participants.

• Webinar on E-Governance

ni-msme had conducted a webinar on E-Governance: Policy Formulation, Implementation and Assessment on 21st May 2020.

The event had three external experts and one in-house faculty. All the panellists were introduced by Ms. Soumya, Programme Co-ordinator, **ni-msme**. The panel list were Mrs. Arpita Khare, Director, E-Governance (Centre of Good Governance); Mr. Vishnu Chandra, Deputy Director General (National Informatics Centre); Mr. Deepak Uppal, Director Govt. and Public Sector Consultant (PwC) and Dr. Gurpreet Singh Gill, Senior Faculty Consultant, School of Enterprise Development, **ni-msme**.

The webinar started with the introduction of e-governance, its background and various initiatives started by the Ministry of MSME. The initiatives started by the Ministry of MSME and by the states were discussed. Then E-Governance initiatives in various states were outlined. It was emphasised that all state governments are now shifting their focus to G2C. State initiatives such as E-Office E-Mela, Lokvani project in Uttar Pradesh, e-Mitra project in Rajasthan, Project friends in Kerala, e-Seva in Andhra Pradesh, Gyandoot and others were discussed.

Creation of digital infrastructure of e-governance in India, and the mandate of National Information Centre were expatiated. Also, focus areas on drivers, infrastructure, inclusion and governance, the nine pillars of digital India and various dimensions of e-governance, national GE-vision and geo-spatial data available for various stakeholders were elucidated. Digital platforms and services for governance such as e-office, e-way bill, e-courts, interoperable criminal justice systems (ICJS), e-transport, national power portal and open government data were underscored.

Other points of focus were: role of ease of doing business (EoDB) in accelerating growth of MSMEs, key statistics of MSMEs - nearly 6.33 crore enterprises in manufacturing and services sectors, of which 99.4% are micro enterprises. In EoDB, India ranked 69th among 190 countries, in year 2020. In 2018, Business Reforms Action Plan (BRAP) was updated to 372 action points. Telangana was ranked the 1st in 2016 and 2nd in 2018.

The webinar concluded by stating that collaboration and co-operation among various stakeholders and technology partnership with industry is the key for holistic development and deployment of e-governance process.

• Managing Clusters Post COVID-19

The NRCDC of **ni-msme** had organised a webinar on Managing Clusters Post-COVID-19 on 8th May 2020. A total of 52 persons including the officials of nodal agencies, technical agencies, implementing agencies, cluster development executives, development agencies and cluster SPV members participated in the webinar.

Mr. K. Surya Prakash Goud, faculty member, NRCDC and webinar coordinator outlined the problems of MSME clusters due to the pandemic and observed that this is the right time for MSMEs to review their business operations to design post-COVID strategies.

Mr. V. Padmanad, Partner, M/s Grant Thornton India LLP, gave elaborate presentation on MSME schemes suitable for prospective and practising entrepreneurs as well as clusters. Role of cluster stakeholders and state governments and issues in project implementation were discussed at length.

Mr. Jitin Pitkar, CEO, Disruptiv Exchange highlighted unprecedented and extraordinary challenges facing the manufacturers, brand suppliers and distributors during covid-19. On the one hand inventory movement across the supply chain has either come to a halt or is severely fragmented, while on the other there is rapid increase in demand for goods. Mr. A.S.K. Sharma General Manager, Foundation for MSME Clusters discussed the challenges and strategies for management of CFCs, focusing on impact of COVID, cost escalations and unaccounted expenses, net worth of the SPV promoters, dropouts from SPV, conflicts among SPV members, challenges related to procurement norms, poor response for tenders and obtaining necessary clearances from concerned departments. In the last session, the panellists fielded questions from the online delegates.

• Innovation is the Key

A discussion in the form of webinar was organised by **ni-msme**, in partnership with SIDBI and the Confederation of Indian Industry (CII) on the topic, Is It Only Innovation That Can Drive the Business forward for MSMEs? On 22nd May 2020 from 16.00 to 17.30 hours. The event, sponsored by Insta Bee Pvt. Ltd. was attended online by nearly 97 MSMEs, policy makers, entrepreneurs and students.

During the session, Mr. Kallu Vinay Kumar Reddy, Founder, Insta Bee Pvt. Ltd., spoke about the entrepreneur's perspective on the way forward.

Mr. Suneel Regulla, Founder and Partner, Hansa Equity Partners highlighted the investors' perspective on SME growth and sustainability.

Mr. Sandeep Bhatnagar, Director (M & BD), **ni-msme** suggested the ways in which innovation works for MSMEs. Mr. Ashok Pandey, GM, Credit Vertical, SIDBI elucidated the business continuity measures and support system for MSMEs, while Mr. Ashok Saigal, Co-chairman, CII National MSME Council underscored that agile businesses will lead the world of business, post-Covid-19 and suggested that businesses need to be more adaptive, flexible and creative through a changing environment.

The event was coordinated by Mr. Bhatnagar.



From the Director General's Desk

“ Online Training for New Normal ”

With the all-pervasive digital technology altering the lifestyle paradigms and strongly impacting the work-place and business practices since the turn of millennium, "online" seems to have become the master key to every kind of deterrent in every kind of activity, and so with training. The advantages of online approach to training are many and multiple.

In a sense, this is the sophisticated technological counterpart of the conventional distance learning. It is also signified as e-learning or e-training, which takes place completely on the internet. In simple words, online training is the art of transferring knowledge transfer through the internet, from anywhere in the world to the targeted learners. This mode of training or instruction involves a variety of multimedia components such as graphics, audio, video, and web links, all of which can be accessed through the learner's or trainee's internet browser. These components are the technological substitutes for the conventional classroom instruments.

As in the classic situation of real time training in class-rooms and lecture halls, the virtual space training too provides reading material with links to references of further reading. Similar to real time training, the online training too makes space for interaction, and facilitates live interaction for the trainees. They will be enabled to have virtual meetings with experts of renown in the subject domain. Simulation exercises, project assignments, group discussions and tests, as also trainer-trainee interaction are all conducted via online medium, through the e-avenues on chat, e-mail, video conferencing and so on. The modules will be transferred to the trainees as per the modalities of the particular programme.

The best advantage of the form is, the training is generally self-paced and can be made to suit the individual trainee's specific learning needs. It allows for a great deal of flexibility with respect to time and place. The only mandatory is the possession of a computer with high speed internet connectivity and, of course, the basic skills of using a computer.

Among The many conveniences of online training are exhaustive. Some striking ones are mentioned here. It has flexibility. The trainees can choose their own time and place. Online training allows portability. The trainees can access their modules wherever they can find internet connectivity. Especially with smart phones becoming practically an

extended organ of human body now, the ease of access inherent in e-training is amazing. The trainees carry the training in their pockets, literally, along with the internet connectivity, which is ensured by the data pack. The training fee too will be noticeably trimmed down, as the trainer saves on printing cost, which is slashed to ground level, the hospitality expenditure non-existent, and time is also saved. The need to set the class-room with required audio-visual aids is also irrelevant. All these savings will have echo effect on training fee structure too. Plus, the trainee also saves on the cost and time of transit. The end-of-training evaluation or presentation may also be online, which relieves the trainee of stress and scare. The feedback mechanism is in-built in the e-training structure, so none of the training components has to suffer a sacrifice.

Finally, the e-training approach makes the job easy and advantageous for the trainer too. The cost of multiple prints of the reading material, etc., stands cancelled, in terms of money as well as time and effort. And there is the silver lining of avoiding paper consumption, culminating in protection of trees, that is, environmental conservation. The tension and travails involved in arranging accommodation, lunch, tea and refreshments, medical help if needed, lose relevance. Therefore, online training means all round relief to all concerned.

*In the extra-ordinary climate of COVID spread, online training provides the wonderful option of sustaining and continuing the activity schedules complying with prescribed health regulations. **ni-msme** has quickly adopted this approach for conducting its e-training programmes. So far 15 webinars have been completed, focusing on revival strategies for MSMEs. A couple of them were on payment basis to meet the demands of entrepreneurs. Altogether over 2,000 delegates comprised of entrepreneurs, start-ups, officials, academicians, students and practioners have participated and derived immense benefit. We invite our stakeholders and MSMEs across the country to access our services through this convenience. We extend the same to our overseas alumni.*

Ms. S. Glory Swarupa
Director General

• Role of FPOs in Rebuilding Agricultural Supply Chain

ni-msme conducted a webinar on Role of FPOs in Rebuilding Agricultural Supply Chain during COVID-19 on 29th May 2020. About 250 online participants made presence in the event. The participants were mostly members of Farmer Producer Organisations (FPOs). It also attracted around 130 views in the **ni-msme** YouTube channel.

As we know, MSMEs are perhaps one of the hardest hit due to the Covid-19 lockdown in India, more so the agri based enterprises. The Central government announced various support measures to come out of the crisis, with FPOs as the focal point. The main objective of the webinar was to understand the challenges by FPOs during the pandemic and how the collective farming approach can help in rebuilding the agricultural supply chain through the pandemic and beyond.

To discuss this topic, eminent panellists who joined the discussion were Dr. Shobhana K. Pattanayak, IAS (Retd), Director General, Administrative Staff College of India, Hyderabad who delivered the keynote address; Dr. Shreekant Sharma, Agri-Business Expert, Associate Faculty Member, **ni-msme**, Hyderabad, who coordinated the event; Dr. Rashmi Singh, Principal Scientist, Division of Agricultural Extension, IARI, New Delhi; Ms. Purabi Sarkar, Director-TARE & FPO Impact Assessment & Value Chain Expert (IIM alumni); and Ms. Phanipriya Nandula, FPO Expert, Samunnati Financial Intermediation & Services Pvt. Ltd.

Dr. Shobhana Pattanayak in his key note address highlighted the importance of FPOs, government schemes and initiatives towards rebuilding the agricultural supply chain in the country during the pandemic.

Dr. Shreekant Sharma spoke about the issues faced by agricultural sector. He pointed out that as 86% of farmers are small and marginal, aggregation is the only way out, and suggested small storage and processing structures like solar drying are more viable rather than big factories and storage in India.

Dr. Rashmi Singh discussed about the best practices by FPOs and ways of strengthening in COVID-19 and beyond. Speaking about the supply and price volatility for the cost sensitive crops during the pandemic, she discussed the concept of collective farming with examples.

Ms. Purabi Sarkar discussed the value chain, agri reforms and sustainability aspects of FPOs to rebuild the agricultural supply chain. She focused on financial measures and legal amendments with respect to the schemes and financial allocations for micro food enterprises (MFE), herbs cultivation and beekeeping development, and on Operation Greens.

Ms. Phanipriya Nandula discussed the demand and supply side of the FPOs and how they have dealt with the scenario. She spoke about disruptions in logistics, closure of mandis thereby leading to procurement issues. There was a great think tank discussion on how FPOs are managing the supply chain in the covid pandemic and how they are re-building the agricultural value chain with respect to market linkage, logistics, trade and also the planning for covid and beyond towards sustainability of complete agriculture value chain.

The platform closed with Dr. Shreekant Sharma proposing the vote of thanks.

• Setting Up an Enterprise

In view of the entire country being in the grip of COVID 19, **ni-msme** has adopted the virtual mode for conducting its training programmes. In the process, the Institute had organised a webinar programme on Be Your Own Boss on 13th May 2020 from 11.00 to 13.00 hours. The aim of the webinar was to motivate the job seeking youth to turn towards job giving careers, that is, to opt for self-employment and job creation.

The domain experts who took part as panel speakers in the virtual space consisted of three members of the Institute faculty Mr. G. Sudarshan, Dr. E. Vijaya and Dr. K. Visweswara Reddy.

Mr. Sudarshan discussed about the essentials of starting a small business, funding sources and institutional support and also government schemes and programmes. Dr. Vijaya focused on financial planning, registration process and submitting the returns of Goods and Service Tax (GST), while Dr. Visweswara Reddy expatiated on product selection and market survey.

Mr. Sudarshan coordinated the event that attracted the presence of 45 online participants.

• Webinar on Covid Challenges in Retail Business

In response to the present COVID climate, **ni-msme**, had organised a webinar on Re-assessing the Challenges and Opportunities of Retailing in Post Covid-19 on 27th May 2020, from 16.00 to 17.00 hours. The foremost objective of the webinar was to discuss the prevailing challenges in Indian retail market and ways to overcome them.

Ms. Deepty Aggarwal, HR and Strategy Consultant spoke on Continuous Connect with teams, Re-hire, Re-Train and Re-engage staff with ability to flex up. To offer creative incentive plans for extraordinary initiatives driving sales, use staff to traffic data and not sales. Mr. Abhay Gupta, Founder and CEO of Luxury Connect and Luxury Connect Business School shared his views about

challenges in the COVID context vis-à-vis luxury retailing. Ms. Indu Nair, Co-founder, Aasmi Designs LLP and ihaworld.com spoke about supply chains and significant implications of disruption. If disruptions continue for an extended period, the impact can be dire.

Ms. Jyoti Gupta, Sr. Faculty Consultant, **ni-msme** and webinar coordinator said that the major challenge the retailers face today is the disruption caused by the pandemic. Indian retailers will need to devise strategies for the "now", "next" and "beyond", while managing their costs through operational improvement. By evaluating the store portfolio, they also invest in service, experience, and omni-channel to serve the new consumer.

• Post-COVID Challenges & Opportunities for MSME Financing

MSMEs are perhaps the hardest hit due to the Covid-19 lockdown in India. In response to COVID-19 impact on the industry, the Central government and RBI announced various measures to support MSMEs to come out of the crisis caused by the pandemic,

ni-msme being a premier capacity building training institute for the promotion and development of MSMEs, had organised a webinar on Challenges and Opportunities for MSME Financing in Post-COVID-19 on 6th May 2020 from 15.00 to 16.15 hours. The main objective of the webinar was to help understand and overcome the challenges in MSME financing, identify the new opportunities and rating of MSME financing post-COVID.

The speakers on the webinar panel were Mr. T.C.A. Prasad, Cost and Management Consultant; Mr. Vidya Sagar, Associate Director and Rating Head, CARE Ratings and Dr. E. Vijaya, Faculty Member, **ni-msme**.

The virtual space attracted 98 participants. Many of the online participants had sought clarifications and clarity on different points from specific speakers. Majority of the questions were on MSME financing schemes and MSME ratings.

The webinar concluded with expression of thanks to all the speakers for sharing their valuable time, knowledge and experience regarding MSMEs.

• Digital and Social Media Marketing Strategies for MSMEs

Intelligence is the ability to adapt to change -Stephen Hawkins

The COVID pandemic is likely to cause a long term psychological shift in how we do things. It becomes imperative for marketers to adapt to the change, to win consumer trust in the face of diminishing demand. Keeping this in view, **ni-msme** had organised a webinar on Digital and Social Media Marketing Strategies for MSMEs on 20th May 2020.

The subject experts who led the panel were Mr. Vijay Nadimindti, Chief Operating Officer, a-IDEA, Hyderabad; Dr. Dibyendu Choudhury, Faculty Member, **ni-msme**; Mr. Sathya Prasad, Senior Faculty Consultant, **ni-msme**.

Mr. Vijay Nadimindti said that brands across the globe are slowly coming to terms with the volatile business environment influenced

by the pandemic. Innovation-driven remote working system and digital marketing strategy should be the primary focus in this climate.

Dr. Dibyendu Choudhury also emphasised on the changed business model. During this interval of crisis, digital will prove to be an effective mode to reach the consumers.

Mr. Sathya Prasad focused on CSR and giving back to society. He said digital platform is the ideal way for CSR activities, product launching campaigns, etc. He concluded by saying that adaptability would improve crisis-handling. Digital marketing cannot work in isolation. Understanding cross platform and cross device behaviour of consumers, including online to offline, offline to online shift habits, should be focused.

• MSME Exporters: Challenges and Way Forward

With the aim of assessing the nature and extent of the COVID pandemic on MSME exporters, **ni-msme** had organised a webinar with the theme of Impact of COVID -19 on MSME Exporters: Challenges and Way Forward, on 4th May 2020. The objective of the webinar was, as evident from the theme, to identify the opportunities for sustaining and boosting the MSME exports particularly.

The resource persons addressing the theme online were: Mr. K. Unnikrishnan, Deputy Director General, FIEO (Southern Region); Mr. Ramanathan Iyer, former African Head, Maersk Logistics; Dr. K. Visweswara Reddy, Faculty Member, **ni-msme** and coordinator of the webinar..

Dr. Reddy, in his comprehensive analysis, said that the Indian MSME exports will be among the worst sufferers. The most affected will be the labour intensive sectors like carpets, handicrafts, apparels, footwear, gems and jewellery, marine and perishable goods. The extent of loss due to cancelled orders may be worth USD 25 billion. Further there will be balance of payments crisis and currency depreciation of the Rupee vis-à-vis the US Dollar.

Mr. Iyer focused on converting the adversity into opportunity for Indian MSMEs. The global anti-China sentiment presents a huge opportunity, especially as countries like Japan and USA have already announced the intent to relocate their China-based businesses. The pandemic related health and medical items open up new export avenues with their globally bulging demand.

Mr. Unnikrishnan described in detail the role FIEO is playing to help the exporters overcome the downturn in exports, which is likely to be more steep in sectors characterised by complex value chain linkages, particularly electronics and automotive products. The need is for sustainability and skills updating, and quick adaptability.

During the open house session that followed the speakers' presentations, questions were fielded from the online participants.

The webinar was concluded with the coordinator thanking the panel speakers Mr. Unnikrishnan and Mr. Ramanathan Iyer for sparing their valuable time to address the concerns of MSME exporters and guiding them in the right direction.

About 64 participants from different streams of interest made their presence in the virtual space of the webinar.

• Business Opportunities in Green Technologies

In post-COVID-19 times, renewable energy is in for stiff competition from conventional fuels. Faced with the task of reviving their covid-hit economies, many countries are dropping their renewable energy (RE) promotion agenda. Some energy-rich economies are even relaxing environmental restrictions. India is all set to announce a bailout package for the power sector shortly.

Against this backdrop, **ni-msme** had organised a webinar on Business Opportunities in Green Technologies Post COVID-19 on 13th May 2020 from 15.00 to 16.30 hours, with industry experts, bankers and entrepreneurs as resource persons. This Webinar was open for the MSMEs only. Free access was given to all MSMEs to clarify their doubts. A total of 100 persons representing solar technicians and solar consultancy executives participated in the virtual space.

The panel consisted of Col. Dr. T.S. Surendra, Adviser, Surabhi Institute for Renewable Energy Hyderabad; Mr. N. Ramachandhar, Associate Professor, EEE Dept., BVRIT, Hyderabad; Mr. J. Koteswara Rao, Associate Faculty Member, **ni-msme** and Programme Director. The main objective of the webinar was to impart knowledge on Green Building concepts and share best practices in Green Buildings.

The discussions focused on aspects concerning Green Buildings, Water Conservation, Energy Efficiency, Environment Quality, and Innovation and Development. The panel speakers fielded questions and gave clarifications. The outcome of this first webinar by **ni-msme** might give a new direction to MSME eco system and policy makers, during this crisis.

• Anti-Terrorism Day

The Anti-Terrorism Day was observed diligently on 21st May 2020 at the Institute. All the employees of the Institute had taken the pledge, at their respective seats, at 11.00 a.m. The text of the pledge was supplied to them in advance.



R I P to Co-worker

Mr. I. Sekhar, MTA expired on 9th May, due to severe health problem. The Director General, faculty and staff of **ni-msme** held a condolence meeting on 11th May 2020 to pray for his soul to rest in peace.

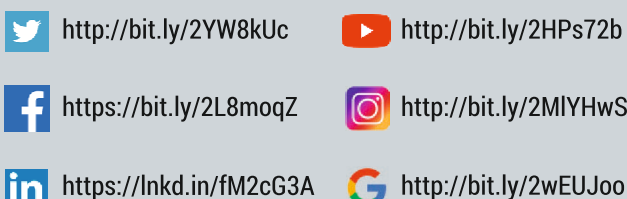
Date of joining - 18.05.1992

Date of Birth - 18.05.1966

Date of death - 09.05.2020

Shri I. Shekhar, MTA has put in 27 years 11 months and 21 days.

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