

Expert Lecture on Entrepreneurship Awareness Programme

Date: 3rd March, 2022

Conducted By: Department of ECE (2nd Shift)

An expert lecture cum Entrepreneurship Awareness Programme was organized by Department of ECE-2nd Shift in collaboration with Ministry of Micro, Small and Medium Enterprises (MSME) on March 3rd, 2022 in the seminar hall of Maharaja Surajmal Institute of Technology.



The session started by Mr. Manoj Sharma, Assistant Director, MSME. He explained about the various schemes of Ministry of MSME for the beginners as well as established start-ups like Prime Minister's Rozgar Yojana (PMRY), Integrated Infrastructural Development Schemes (IID), MSME MDA Scheme etc. and also familiarizes the audience with UDYAM registration process.



Next session was of Mr. Ravi Kaushal, Chief Manager, SBI. He told about various financial incentive by banks for MSME sector and detailed about SBI consultancy services for helping to generate a business profile. He quoted some examples to make the audience understand difference between business and entrepreneurship and importance of creativity and how to set entrepreneurial mindset.



Last session was addressed by Dr. R. K. Bharti, Joint Director, MSME-DI. He motivated the students and faculty to become entrepreneur and elaborated the importance of 3P's => People, Period, Place and importance of 4D's => Desire, Direction, Discipline, Dedication in every aspect of life, especially for entrepreneurship. He quoted the example of Dhirubai Ambani defeating Bombay Dyeing and emphasized on the need to think beyond jobs and to start a business if anyone really want to be "rich". He informed about many offices of MSME and promised to help the new

start-ups falling under various schemes of MSME some of which are exclusively for Girls/ST/SC owners of MSME units.



The session ended with vote of thanks by Dr. Pradeep Sangwan, Head, Department of ECE 2nd Shift.