



MSME Entrepreneurship Orientation Program

Place-Seminar Hall 206

Date: 23rd September 2025

Time: 11:00 a.m.

eCell MSIT under the guidance of our esteemed professor and eCell convener Prof. Neeru Rathee organized its MSME awareness program. We extend our special thanks to Prof. Archana Balyan (Director) and the core eCell teams for organizing this wonderful event. The session was further enriched by Prof. Manoj Malik's motivating and encouraging words towards entrepreneurship and the importance of teamwork in startups. The event highlighted the importance of MSME schemes in promoting entrepreneurship across different sectors, benefits of UDYAM registration, building awareness about government grants and financial assistance, various loan schemes available for startups, and different state and central schemes for entrepreneurs.

Introduction

An enlightening event on MSME Entrepreneur awareness program and government schemes for entrepreneurs was successfully conducted on 23rd September 2025 at seminar hall 206. The session aimed to promote the spirit of entrepreneurship and inform participants about various government schemes designed to support new and existing entrepreneurs. The event began at 11:00 a.m. and witnessed active participation from students and faculty members.



Faculty Introduction

The event commenced with a warm welcome by the host, who greeted all the attendees and introduced the distinguished guests. The esteemed panel included Prof. Archana Balyan (Director), Ms. Vishakha (Assistant Director, Gr. II), Shri. Sunil Kumar (IEDS Assistant Director, Gr. I), Ms. Madhu Malti (Deputy General Manager (Retd.), NSIC), and Shri R.K. Singh (Lead District Manager, State Bank of India). The event organizers expressed gratitude for their presence and set the tone for an engaging and informative session.



Opening Ceremony

The hosts introduced the MSME entrepreneurship program and invited Prof. Archana Balyan Ma'am to present bouquets to all members of the MSME team as a token of appreciation. Prof. Archana Balyan Ma'am delivered her crucial words to the audience, honored the MSME team, and shared valuable insights about entrepreneurship. She emphasized the importance of innovation and the role of educational institutions in fostering entrepreneurial mindset among students.



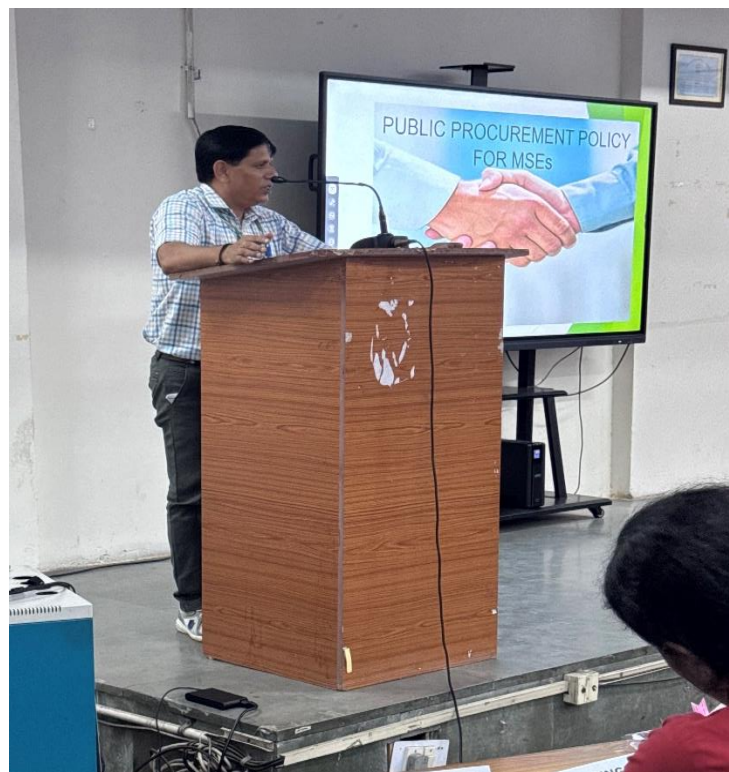
MSME Scheme Overview

Ms. Vishakha, Assistant Director, Gr. II, introduced the objectives of the MSME scheme and elaborated on the various grants that are beneficial for entrepreneurs. She provided detailed information about the application processes and eligibility criteria for different funding



Business Development Session

Shri. Sunil Kumar, IEDS Assistant Director, Gr. I, gave a comprehensive brief about how to start your own business and explained various MSME schemes beneficial for aspiring entrepreneurs. He introduced a book titled "Who Can Become Rich" and shared its four crucial principles for successful entrepreneurship. He provided valuable guidance on building a business plan, covering aspects of marketing, finance, technology, and the benefits of MSME schemes. He also discussed the GeM scheme, Delayed Payment Act, and the IC Champions scheme. He concluded his session with a beautiful quote: "It does not matter how many resources you have; if you don't know how to use them, you will never succeed."



NSIC Support Programs

Ms. Madhu Malti, Deputy General Manager (Retd.), NSIC, provided detailed information about NSIC's core principles and encourages both new and existing entrepreneur. She covered diverse business opportunities including bread making, biscuit manufacturing, soya bean to milk processing, spice branding and packaging, and marketing strategies for competitive markets. Her practical insights were highly appreciated by the audience.



Banking and Financial Support

Shri R.K. Singh, Lead District Manager, State Bank of India, detailed several key financial schemes available to startups, including Mudra loans up to ₹10 lakh with easy access, Stand Up India loans ranging from ₹10 to ₹15 lakh focusing on SC/ST and women entrepreneurs, and government subsidies between 15 to 35 percent with no income ceiling or educational restrictions. Additionally, service sector loans up to ₹20 lakh and manufacturing loans up to ₹50 lakh are offered with low margin requirements. He emphasized that banks act as custodians of public funds.



Conclusion

Prof. Neeru Rathee, Convenor, concluded the meeting by thanking the distinguished guests and members of the eCell society, as well as the audience for their active participation in this enriching seminar. During the interactive question-answer session, one audience member inquired about civil score requirements, which was comprehensively addressed by R.K. Singh Sir. The event concluded with the distribution of refreshments to all members and faculty who participated. The session proved to be both inspiring and informative, leaving attendees with a deeper understanding of entrepreneurial opportunities and comprehensive knowledge about government schemes and financial support systems available to aspiring entrepreneurs.