

Industrial Motivation Campaign by MSME in collaboration with ENSO, Aryabhata College,

Date: 26-09-2017

Venue: Seminar Room, Aryabhata College

Convener: Dr. Monica Aggarwal

Programme Coordinator: Ms. Shivani Raheja

Speakers: Shri. D.C. Sahu (Deputy Director, MSME-DI), Shri V. K. Gupta ((Deputy Director (Ret.), MSME-DI), Shri Sanjeev Kumar (Assistant Director, MSME-DI)

The Entrepreneurial Society of Aryabhata college, is committed for students entrepreneurial development. In the spirit of the same, the Society, **ENSO**, organized an **Awareness Seminar- Industrial Motivation Campaign (IMC) in collaboration with Ministry of Micro, Small and Medium Enterprises (MSME), Government of India** to highlight several schemes/services/facilities offered by MSME to students for starting up their entrepreneurial journey, on **26th September 2017 from 11:30 onwards in the Seminar Room of our college**. **Shri. D.C. Sahu (Deputy Director, MSME-DI), Shri V. K. Gupta ((Deputy Director (Ret.), MSME-DI), Shri Sanjeev Kumar (Assistant Director, MSME-DI)**, graced the occasion and elucidated the students, about the plethora of facilitative programmes for self-employment and entrepreneurship offered by MSME for students of our College.

The event started with the **welcome address by our respected Principal, Shri Manoj Kumar Sinha**, followed by the **inaugural speech by Dr Monica Aggarwal, Convener – ENSO**. **Shri D. C. Sahu addressed the audience and highlighted about several self-employment schemes and services offered by the ministry**. **Shri V K gupta informed about several governmental institutions established for the purpose of helping entrepreneurs** in deciding & selecting the venture, feasibility studies, project report preparation, finance availability and maximum loan facilities, technical upgradation/modernization and expansion, prime minister employment schemes etc. He also stressed on lack of awareness about these schemes and services to the citizens of India. **Shri Sanjeev Kumar, briefed the students about the benefits and the steps to download the MYMSME app: the Ease of Doing Business Initiative, by Govt. of India.**

Around 130 students registered for this IMC program, and all the participants were given supporting literature and stationery kit along with the light refreshments, courtesy MSME-DI, New Delhi.

The society also broadcasted the live event on its Facebook page in collaboration with our marketing partner, the Marketing Cell of Aryabhattta College- **MarkCell** and the Photography society of Aryabhata College-**Picwic**. **With this endeavour , we hope to have a long term collaboration with MSME for promoting Entrepreneurship amongst our students. We are thankful to the dignitaries from MSME , for generating awareness by sharing this valuable information.**





