



**JAGANNATH**  
UNIVERSITY, JAIPUR  
[UGC APPROVED & NAAC ACCREDITED]

Report on Workshop (online mode)

**Building Ideas to Execute Feasible Small Enterprises**

18<sup>th</sup> September, 2020

Organized by

Internal Quality Assurance Cell (IQAC)

&

Institution Incubation Centre (IIC)



**Main Campus** - NH-12, Chaksu Bypass, Tonk Road, Jaipur-303901

Phone : 0141-3020500/555, Fax : 0141-3020538

**Sitapura Campus** - Gate No. 3, Plot No.-IP-2 & 3, Phase-IV,

Sitapura Industrial Area, Jaipur-202022,

Phone : 0141-4071551/552, Fax : 0141-4071562

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## INDEX

S. No.	Particulars	Page No.
1.	Introduction	3
2.	Objective	3
3.	Participants	4
4.	Session Proceedings	5
5.	Feedback of Participants	6
6.	Annexure I-Program Schedule	7
7.	Annexure II-Profile of Resource Person	8-10
8.	Annexure III-Registration Form	11
9.	Annexure IV-Feedback Form	12
10.	Annexure V-Certificate	13
11.	Annexure VI-Flyer	14
12.	Annexure VII-Snapshots	15-19
13.	Annexure VIII- Q n A session / Discussion	20



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## Introduction

Small businesses, including those run by women and young entrepreneurs have been majorly affected by the economic fall-out of the pandemic. Lockdown measures world enacted to contain the spread of the corona virus, which were never experienced earlier has resulted in supply chain disruptions and a massive drop in demand in most sectors.

According to the data provided by the International Council for Small Business (ICSB), formal and informal Micro-, Small and Medium-sized Enterprises (MSMEs) make up over 90% of all firms and account, on average, for 70% of total employment and 50% of GDP. To continue playing their crucial role in creating decent jobs and improving livelihoods, small businesses depend more than ever on an enabling business environment, including support for access to finance, information, and markets,

A one day online workshop on “**Building Ideas for Feasible Small Enterprises**” was organized by the Internal Quality Assurance Cell and Institution Innovation Council, Jagannath University on 18th September 2020. Dr. Amit Kumar Saraf, Associate Professor Faculty of Engineering And Technology was the convener and Ms. Swati Chaturvedi, Assistant Professor, Faculty of Management was the organizing secretary of the workshop.

The workshop was organized so that entrepreneurs could benefit and learn about the various schemes and programmes under the Government of India related to formal individual training, business plan development, guidance and follow-up during their own business idea implementation using the aids of MSME, how to develop an idea to a viable project or a start-up, securing, procuring and funding options. The overall aim was to help enable the participants to understand the importance of self-sustenance and employability.

## Objective

The objective of this workshop was to give an opportunity to participants learn about:

- Role of MSME sector in Economic Development
- MSME Schemes and Programmes
- The necessity for quality and standardization
- Funding and support
- Start-up initiation, procurement and planning

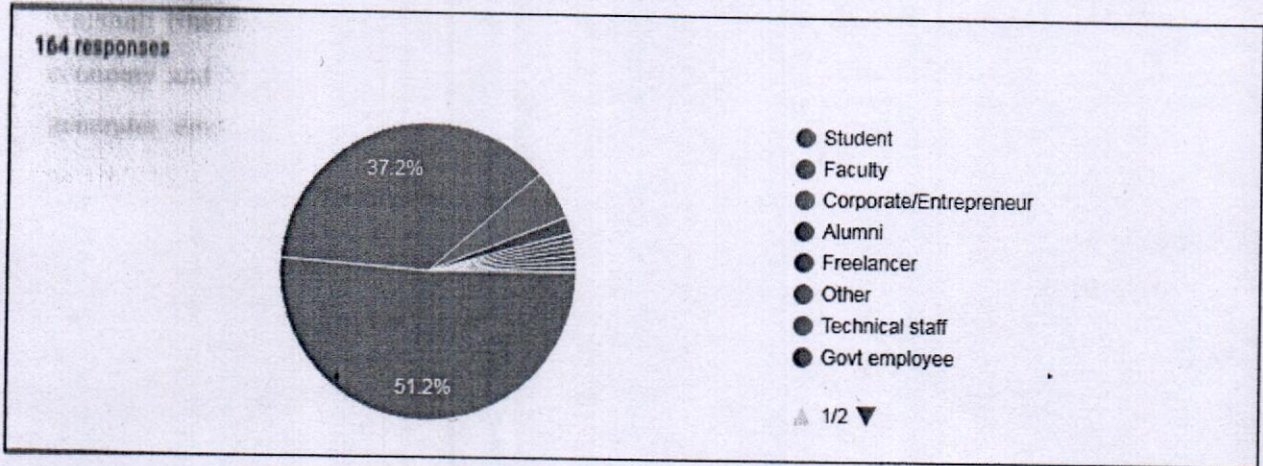


- Entrepreneurial need and generation of start-ups from an idea
- And discuss on how graduates/students/entrepreneurs can develop their own idea to a successful start-up company.

### Participants

This workshop was attended by student entrepreneurs, social entrepreneurs

Figure 1: Participant Profile



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The virtual workshop platform brought together entrepreneurs, student entrepreneurs, participants, mentors and mentors from the Ministry of Micro, Small and Medium Enterprises, Government of India. The audience got connected through live link of the seminar on Jagannath University YouTube channel. Dedicated Zoom platforms links were used by the resource persons and participants who had pre-requested for direct interaction with the mentors.

### **Session Proceedings**

The session commenced with a welcome address from President Jagannath University, Dr. Vaishali Sharma. She emphasized on the need to MSMEs are an important sector for the Indian economy and have contributed immensely to the country's socio-economic development. It not only generates employment opportunities but also works hand-in-hand towards the development of the nation's backward and rural areas.

The first session was about the "First step to start a new business, Govt. schemes & Support to new Enterprises." Mr. Pradaeep Ojha, Deputy Director, MSME-DI, Jaipur apprised the participants about the steps which need to be taken to build and sustain start-up ideas. He told the participants about Loans and grant programs offered directly to entrepreneurs; to stimulate business activity. He further said that India is witnessing a startup boom across all sectors including technology, innovation, health, robotics, automobiles, food, and education and so on. There are a total of 50,000 startups currently in India and as per the estimations, our country will add another 50,000 by 2024.

He informed the participants that Government of India is offering innumerable schemes to make the process easy for entrepreneurs and encourage budding entrepreneurs to kick-start innovative businesses that will eventually create employment opportunities. These schemes provide financial assistance to potential individuals and organizations in the form of subsidies and loans.

The second session was "How to execute your idea into a successful venture & related innovative marketing strategies". Mr. Akhilesh Trivedi, Global Mentor & Strategist interacted with students and guided them on suitable branding and marketing strategies for their respective strategies.

Mr. Madhukar Sharma, Assistant Director, MSME-DI, Jaipur took third session on "How to prepare a viable and loanable project report". He explained how participants can plan for

seeking financial assistance for implementation of its business idea is required to prepare a Project Report covering certain important aspects of the project as detailed below:

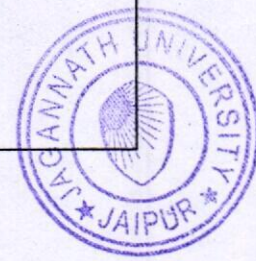
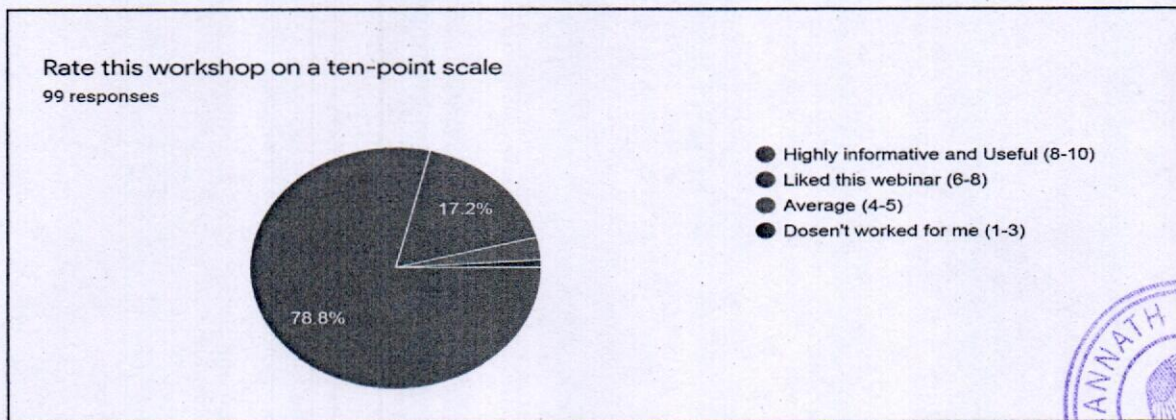
- Promoters background/experience
- Product with capacity to be built up and processes involved
- Project location
- Cost of the Project and Means of financing thereof
- Availability of utilities
- Technical arrangements
- Market Prospects and Selling arrangements
- Environmental aspects
- Profitability projections and Cash flows for the entire repayment period of financial assistance

Dean Faculty of science, Prof. P. N. Kalla., on behalf of the university thanked the guests and participants and audience. Participants feedback was collected through Google form & E-certificate were distributed via email id to all participants.

### Feedback of Participants

Workshop participants actively participated and found it very useful in the current scenario. Feedback on the session was taken using Google forms.

Figure 2: Participant Feedback



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## Programme Schedule

**SCHEDULE**

for

**Workshop on "Building Ideas to Execute Feasible Small Enterprises"**

Date: 18.09.2020 (Friday)

Time: 11.00AM - 01.00PM

11:00 AM – 11:05 AM	Commencement of Workshop Welcome Address	Dr. Vaishali Sharma <i>President</i> Jagannath University, Jaipur
<b>Technical Sessions:</b>		
Session 1: 11: 05 AM – 11:40 AM	First step to start a new business, Govt. Schemes & Support to New Enterprises.	Mr. Pradeep Ojha <i>Deputy Director</i>  MSMEDl-Jaipur, Ministry of MSME, Govt. of India
Session 2: 11: 40 AM - 12:20 PM	How to execute your idea into a Successful Venture & Related Innovative Marketing Strategies	Mr. Akhilesh Trivedi <i>Global Mentor &amp; Strategist</i> (Nurturing Startups, Entrepreneurs & Incubation Centres from Innovation to Execution)  <i>Founder &amp; CEO</i> StartupCheers.com & Anand Incubation Centre
Session 3: 12:20 PM - 12:35 PM	How to prepare a viable and loanable Project Report	Mr. Madhukar Sharma <i>Assistant Director</i> MSMEDl-Jaipur, Ministry of MSME, Govt. of India
Question and Answer Session 12:35 PM – 12:55 PM		<ul style="list-style-type: none"> <li>➤ Mohit Khatri / Gaurav Kumawat</li> <li>➤ Anil Dangi</li> <li>➤ Apurva Kankani</li> <li>➤ Shivam Kumar</li> <li>➤ Suresh Kumar Meena</li> <li>➤ V. Rohit Kumar</li> <li>➤ Dhvaj Kumar</li> </ul>
Vote of Thanks 12.55 PM – 01:00 PM		Prof. (Dr.) P N Kalla <i>Dean, Faculty of Science</i> Jagannath University, Jaipur



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**PROFILE OF RESOURCE PERSON**

**Mr. Pradeep Ojha,**  
**Deputy Director, MSMEDI, Ministry of Micro, Small and**  
**Medium Enterprise, Government of India, Jaipur**



Mr. Pradeep Ojha is Deputy Director, MSMEDI-Jaipur. He is Bachelor of Engineering in Mechanical Engineering from MBM Engg. College, Jodhpur and Master of Technology in Mechanical Engineering from BITS Mesra, Ranchi. He has 10 years experience in Defense Production, Indian Ordnance Factory, Pune. He has 08 years in O/o DC(MSME), Ministry of MSME, Govt. of India. He was at MSME-DI Karnal, Haryana for two years. He was at New Delhi headquarters at Nirman Bhawan, for one year. He has been at MSMEDI-Jaipur, ministry of MSME, Govt. of India for last five years. Presently he is looking after cluster development, Design Clinic, ZED, CLCSS and other schemes of Ministry of MSME , Government of India.

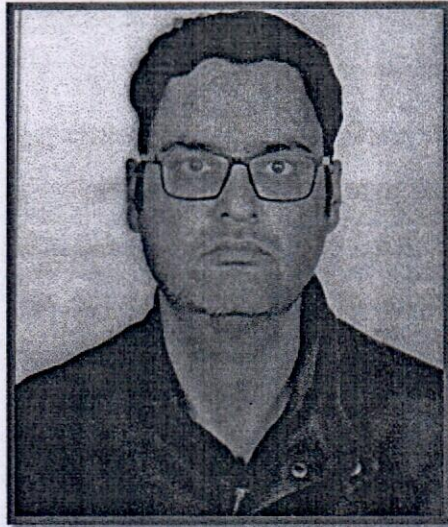




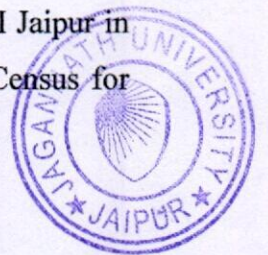
**PROFILE OF RESOURCE PERSON**

**Mr. Madhukar Sharma**

**Asstt. Director, MSMEDI, Ministry of Micro, Small and  
Medium Enterprise, Government of India, Jaipur**



Mr. Madhukar Sharma is Assistant Director , MSMEDI-Jaipur. He holds Master degrees in Economics and Finance. He has 6 years experience of working as the National Statistical Officer and 5 years experience in O/o DC (MSME),Ministry of MSME, Govt. of India. He was at MSMEDI Indore, Madhya Pradesh. He has been at MSMEDI-Jaipur, ministry of MSME, Govt. of India for last four years. Presently he is looking after Finance of MSME-DI Jaipur in the capacity of Drawing and Disbursing Officer, Nodal officer for 7<sup>th</sup> Economic Census for MSME-DI Jaipur.



## PROFILE OF RESOURCE PERSON

**Mr. Akhilesh Trivedi,**  
**Global Mentor & Strategist (Nurturing Startups, Entrepreneurs**  
**& Incubation Centres from Innovation to Execution)**  
**" Founder & CEO- StartupCheers.com &**  
**CEO -Anand Incubation Centre**



Mr. Akhilesh Trivedi has a vast experience of nurturing startups, entrepreneurs & incubation centres from innovation to execution. He is known to be an innovative and result driven industry expert enriched with 24+ years of extensive experience on progressive responsibility & achievements consistently outperforming in international & domestic marketplace. He is a renowned motivational speaker, mentor & trainer focusing on idea validation, marketing & branding, business plan, IPR, fund raising portfolio & strategy implementation.

He is a featured 'Mentor' at [startupIndia.gov.in](http://startupIndia.gov.in) initiated by **Department of Industrial Policy & Promotion (DPIIT), Govt. Of India**. He specializes in **Start-up & entrepreneurship development programs (EDP/WEDP/TEDP/FDP)** and gives project consultancy for **Atal Incubation (AIC) funded Business/Biotech/Technology Incubation Centres & DST/DBT/BIRAC supported schemes**. He is the core member & **keynote motivational speaker** for various institutes as **IIT's, NIT, Rajcon, NEN, Wadhvani Foundation, SBI, SIDBI, MSME, RSLDC, ILD, Startup Oasis/CIIE** etc. defining value proposition for potential market & target audience.

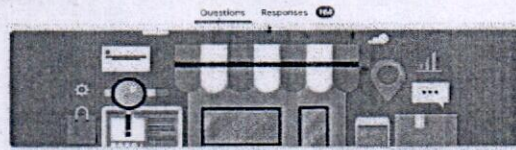
He has mentored **150+ startups/entrepreneurs & conducted 650+ sessions on EDP/FDP & TEDP**, having served as **CEO (Incubation Center) & Director- Entrepreneurship Development** with a leading engineering /management & skill development institutes focusing on **mentoring, business consulting, trainings** for scholars, enterprises and aspiring entrepreneurs. He has been appointed as **Community Director at E-Cell IIT Roorkee**.



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### Registration Form



#### Registration Form for Workshop on Building Ideas to Execute Feasible Small Enterprises

Fill this registration form to attend the webinar.

Email address \*

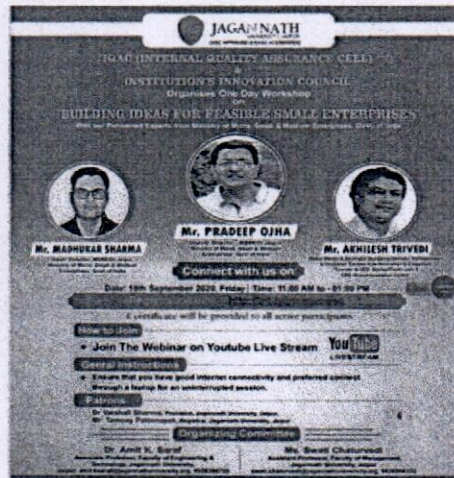
Valid email address

This form is collecting email addresses. (Change settings)

Full Name (as required on Certificate)

Short answer text

Image title



Your Status \*

- Student
- Faculty
- Corporate/Entrepreneur
- Alumni
- Other

Your Organization Name

Short answer text

Phone Number (Type Without 0 or +91) \*

Webinar & Certificate Link will be shared on this number also

Short answer text

Phone Number WhatsApp (Type Without 0 or

Webinar & Certificate Link will be shared on this number also

Short answer text

Have Any Query?

If you have any specific question related to topic, which may be resolved during the webinar

Long answer text

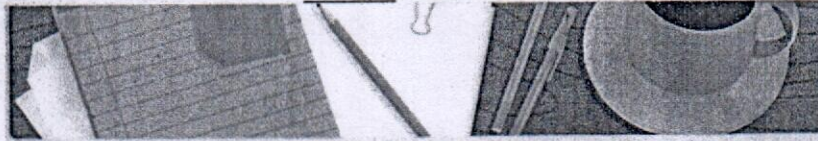


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### Feedback Form

Questions Responses 99

Total points: 0



## Feedback Form-Building Ideas for Feasible Small Enterprises

We Thank You for attending this Workshop. Please give your valuable feedback on the following points. The certificate will be shared as per the name and email address shared in this feedback form.

Email address \*

Valid email address

This form is collecting email addresses. [Change settings](#)

Full Name (as required on Certificate) \*

Short answer text

Rate this workshop on a ten-point scale \*

- 1. Highly informative and Useful (8-10)
- 2. Liked this webinar (6-8)
- 3. Average (4-5)
- 4. Doesn't worked for me (1-3)

Did you find this workshop beneficial

- YES
- NO

Would you like Jagan Nath University to conduct more such events.




- YES
- NO



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Certificate

 <b>JAGANNATH</b> UNIVERSITY UGC Approved & NAAC Accredited IQAC (INTERNAL QUALITY ASSURANCE CELL)	 <b>INSTITUTION'S INNOVATION COUNCIL</b> (Ministry of HRD Initiative)	
 <i>Certificate of Participation</i>		
<p><i>This is to certify that Dr./Mr./Ms.</i> <i>{{full name}}</i> <i>has participated in the online workshop on</i> <i>“Building Ideas for Feasible Small Enterprises”</i> <i>with ministry of Micro, Small &amp; Medium Enterprises, Govt. of India</i> <i>held on 18th Sept., 2020</i></p>		
<p>Co-ordinator</p>	<p>Director, IQAC</p>	<p>Registrar</p>


{{Certificate ID}}



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Flyer




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**IQAC (INTERNAL QUALITY ASSURANCE CELL)**  
&  
**INSTITUTION'S INNOVATION COUNCIL**  
Organises One Day Workshop  
on  
**"BUILDING IDEAS FOR FEASIBLE SMALL ENTERPRISES"**  
With our Renowned Experts from Ministry of Micro, Small & Medium Enterprises, Govt. of India



**Mr. MADHUKAR SHARMA**  
Asstt. Director, MSMEDI-Jaipur  
Ministry of Micro, Small & Medium  
Enterprises, Govt of India



**Mr. PRADEEP OJHA**  
Deputy Director - MSMEDI-Jaipur  
Ministry of Micro, Small & Medium  
Enterprises, Govt of India



**Mr. AKHILESH TRIVEDI**  
Global Mentor & Strategist (Nurturing Startups, Entrepreneurs  
& Incubation Centres from Innovation to Execution)  
\*Founder & CEO- StartupCheers.com &  
CEO -Anand Incubation Centre\*


**Connect with us on**

Date: 18th September 2020, Friday | Time: 11:00 AM to - 01:00 PM

Registration Link : <http://bit.ly/inuiqacwse>

E certificate will be provided to all active participants

**How to Join**

- Join The Webinar on Youtube Live Stream  **LIVESTREAM**

**General Instructions**

- Ensure that you have good internet connectivity and preferred connect through a laptop for an uninterrupted session.

**Patrons**

Dr Vaishali Sharma, President, Jagannath University, Jaipur,  
Mr. Tanmay Pattanayak, Registrar, Jagannath University, Jaipur

**Organizing Committee**

<p><b>Dr. Amit K. Saraf</b> Associate Professor, Faculty of Engineering &amp; Technology, Jagannath University, Jaipur, amit.ksaraf@jagannathuniversity.org, 9928396705</p>	<p><b>Ms. Swati Chaturvedi</b> Assistant Professor, Faculty of Management, Jagannath University, Jaipur swati.chaturvedi@jagannathuniversity.org, 9828504333</p>
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Snapshots



**DEFINITIONS OF MSME  
(MICRO SMALL AND MEDIUM ENTERPRISES)**

**Manufacturing & Services**

CLASSI- FICATION	INVESTMENT IN PLANT AND MACHINERY RS.	TURN OVER LIMIT RS.
MICRO	UP TO 1 CR.	& UP TO 5 CR.
SMALL	UP TO 10 CR.	& UP TO 50 CR.
MEDIUM	UP TO 50 CR.	& UP TO 250 CR.

Udyam Registration



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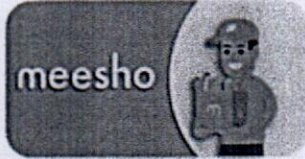
# How to generate an idea for feasible Enterprises ONLINE Business



- Online business : A big opportunity, Virtual activities



- Platform for startup-new entrepreneurs



- Social Media Marketing



WORKSHOP OK MSME 18-09-2020

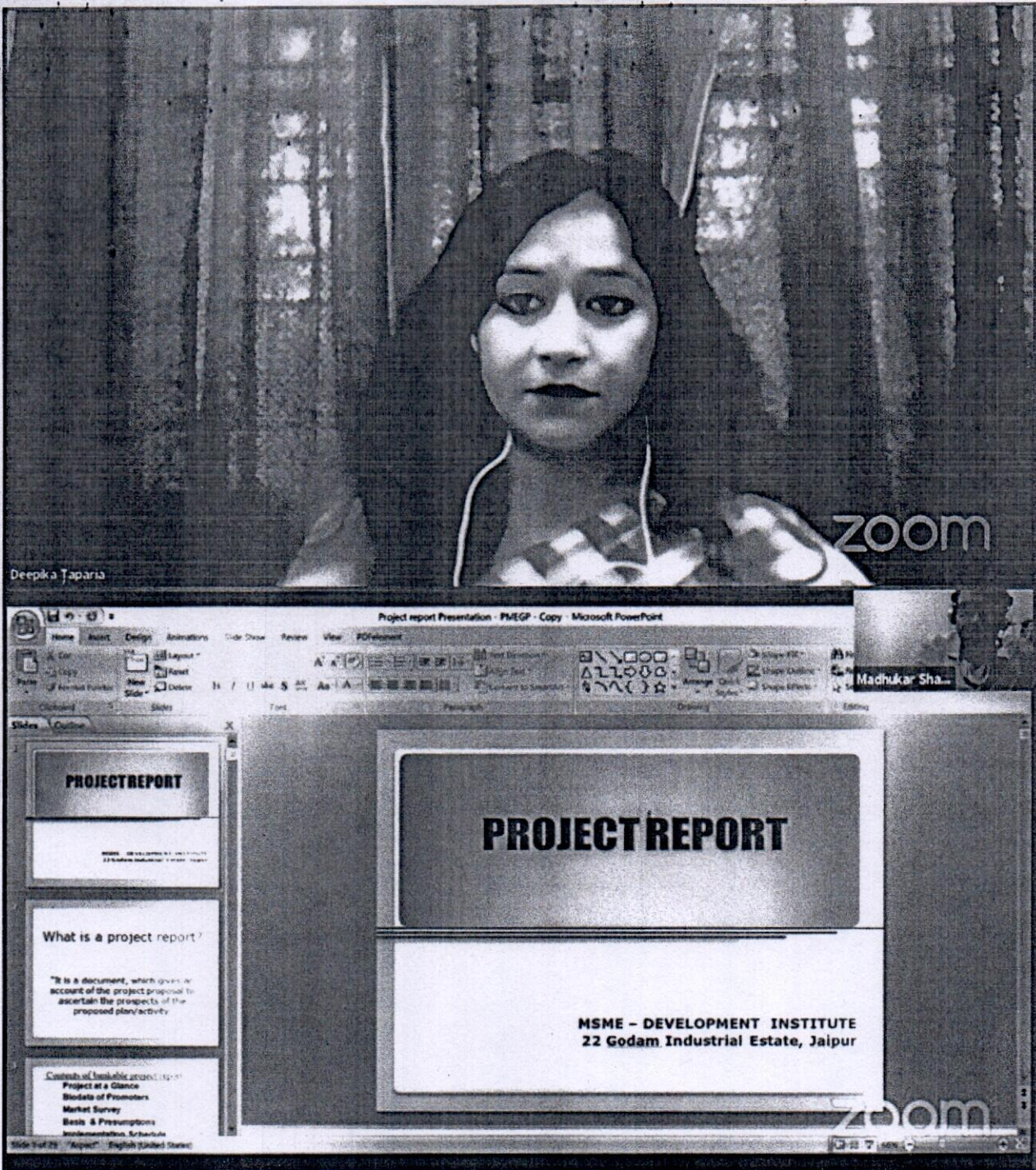


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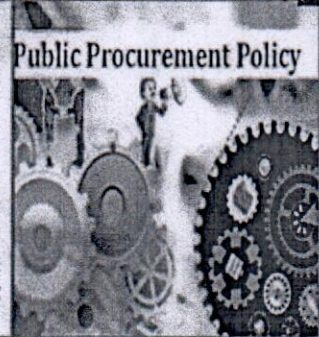
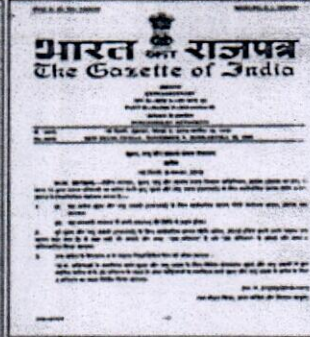
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# Public Procurement Policy 2012 & Government Initiatives



- Central Ministry/ Department/ PSU to procure from MSEs
- Minimum 25% of Total
  - sub-target of 3% for women
  - sub-target of 4% from SC/ST entrepreneurs.
  - 358 items have been reserved for exclusive purchase from MSEs
  - Exemption in Tender fees, EMD, and other tender criterion.



**High Priority**

Secretaries' panel to draw plan to promote manufacturing

Plan on import substitution competition among states, investor hand-holding

Mobile and electronics manufacturing, medical devices, pharma, auto key sectors

Make in India promotion through indigenous procurement on agenda

लाभदायक होना फलदायक  
200 करोड़ रुपये से कम का प्रस्ताव टेंडर नहीं

zoom

## From Where to Start.....



zoom

Workshop on Building Ideas to execute feasible small Enterprises



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## Annexure VIII

## Q n A and Discussion details

Project particulars	Participants	Program	Organization
Automobile spare parts	Mohit Khatri/Gaurav Kumawat	PGDM	ICFAI, Mumbai
Online nursery services	Anil Dangi	BSc(Ag)	Jagannath University, Jaipur
Moringa Plantation	Apurva Kankani	BSc(Ag)	Jagannath University
Fisheries	Shivam Kumar	BSc(Ag)	Jagannath University
Dairy Farming	Suresh Kumar Meena	BSc(Ag)	Jagannath University
Integrated Farming System	V. Rohit Kumar	BSc(Ag)	Jagannath University
Establishment of Dairy farm	Dwaz Kumar	BSc(Ag)	Jagannath University

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