

## Entrepreneurship Awareness Program in MSME Kanpur



“It is important for young entrepreneurs to be adequately self-aware to know what they do not know”-Mark Zuckerberg

Jagran College of Arts, Science and Commerce in association with the Ministry of Micro, Small and Medium Enterprises (MSME), Kanpur organized an Entrepreneurship Awareness Program in the MSME premises on 13<sup>th</sup> April, 2023.

The Ministry of Micro, Small and Medium Enterprises is the ministry in the Government of India. It is the apex executive body for the formulation and administration of rules, regulations and laws relating to micro, small and medium enterprises in India.

Around 100 students joined and attended this event. Event was coordinated by Dr. Manisha Gupta, Dr. Kamal Vinod, Dr. Shalini Agrawal and Dr. Nidhi Gupta. Dignitaries from different fields enlightened the students about how to start their own business.

Mr. V.K. Verma, Director MSME, Kanpur gave various tips to the students on how to become a successful entrepreneur.

Mr. Sunil Agnihotri, assistant director MSME, Kanpur threw light on various schemes and portals like gem portal, etc. introduced by the Government for young entrepreneurs.

Mr. Dinesh Barasia, President, Indian Industries Association stated that patience in the initial stages of startup is very necessary.

Ms. Rashmi, Jila Udyog Adhikari motivated the students to become vocal for locals and also ensured them that they will be provided all help in their future endeavors.

Mr. Adarsh Sharma, Lead District Manager, Bank of Baroda, Gumti no. 5 stated that for taking credit, the project should be well clear in the minds of the entrepreneurs. He also enlightened the students about various schemes of credit.

Students cleared all their doubts in a question-and-answer session. And they were highly motivated and gained a lot of knowledge with this inspiring awareness program.