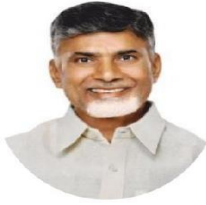




Report on
Faculty Development Programme on
Building Resilient EDCs: Infusing Entrepreneurship in
Education



Sri Nara Chandrababu Naidu
Hon'ble CM, Govt of AP



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CCE, Government of AP

5 DAYS RESIDENTIAL TRAINING PROGRAMME ON
ENTREPRENEURSHIP DEVELOPMENT PROGRAMME
FACULTY OF COMMERCE
GOVERNMENT DEGREE COLLEGES



National Institute for Micro, Small and Medium Enterprises(ni-msme)
(An organization of the Ministry of MSME, Government of India & an ISO 9001-2015 Certified)
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Sponsored by



Commissioner of Collegiate Education
Govt. of Andhra Pradesh

This report provides an overview of the “A 5 Day Residential Training Programme on Entrepreneurship Development Programme was organized for Commerce faculty members of all Government Degree College from A.P. Batch V. Entrepreneurship Development Programme conducted by MSME with collaboration with Commissionerate of Collegiate Education (CCE) of Andhra Pradesh. The training, which took place from 21st October 2024 to 25th October 2024, was aimed at development entrepreneurship skills among the students by started an EDC at college level.

PROGRAMME SCHEDULE

DATE/DAY	SESSION	TOPIC	NAME OF THE FACULTY
21.10.2024 MONDAY	I	Registration, Inaugural Ceremony & Pre Training Evaluation	Assistant Registrar
	II	Programme introduction and objectives of EDP	Sri.Sarath Muthyala
	III	Establishment AND Functioning of EDC	Sri.Sarath Muthyala
	IV	Strategies for promotion of Entrepreneurship	V.B.Rajendra Prasad
22.10.2024 TUESDAY	I	Institutional support and scheme	Sr.Sreekanth Sharma
	II	National innovation and startup India Policy	Sri.Sarath Muthyala
	III	Market Research, Identification, Project Feasibility	Dr.G.Muralidhar
	IV	Business Plan Preparation	V.B.Rajendra Prasad
23.10.2024 WEDNESDAY	I	Visit to T-HUB,T-Works and ICAR	Sri.Sarath Muthyala
24.10.2024 THURSDAY	I	Entrepreneurship Registration, Legal Formalities, Licenses and approvals for MSMEs	Dr.G.Satyanarayana
	II	GST and Financial Management	Dr.E.Vijaya
	III	Digital Branding and e-Commerce	Sri.Sarath Muthyala
	IV	Business Simulation and Case studies	Dr.G.Srikanth
25.10.2024 FRIDAY	I	Innovation, Incubation, and IPR For Startups	Mrs.V.Swapna
	II	Funding and finance management	Mr.M.V.Kameswara Rao
	III	Project Report Presentations	V.B.Rajendra Prasad
	IV	Training, Evaluation, Feedback Back at work and Valedictory	Assistant Registrar

INAUGURAL SESSION ON 21/10/2024



Dr. Glory Swarupa ,Director ,Sri.Sarath Muthyala, V.B.Rajendra Prasad



OBJECTIVES OF EDP:

EDC's Purpose

- Clearly articulate the EDC's primary function within the college.
- Identify the specific role the EDC plays in fostering entrepreneurship among students.

Step 2: Establish Clear Objectives

- Outline the measurable and achievable goals the EDC aims to accomplish.
- Consider objectives related to awareness, skill development, resource access, and startup support.

Step 3: Craft a Compelling Vision Statement

- Envision the EDC's desired long-term impact on the college and the broader community.
- Express the vision in a concise, inspiring, and future-oriented manner.

Step 4: Formulate a Mission Statement

- Define the specific actions and initiatives the EDC will undertake to achieve its vision.
- Articulate the EDC's commitment to empowering aspiring entrepreneurs.

Objectives:

- Increase awareness about entrepreneurship opportunities among students by 20% within the next year.
- Equip students with the essential skills and knowledge to develop viable business ideas.
- Provide access to resources and mentorship that support startup ventures.
- Facilitate connections between students and potential investors and collaborators.

Vision Statement:

To be a recognized catalyst for innovation and entrepreneurship, transforming our college into a hub for successful startups and contributing to a thriving entrepreneurial ecosystem.

Example Miss innovation and empowering students to embrace entrepreneurial thinking, fostering a culture of innovation, and nurturing the next generation of successful entrepreneurs through education, mentorship, and resource support.

Constituting the Organizing Committee

Establishing an Entrepreneurship Development Cell (EDC) Organizing Committee with the principal, department-wise faculty, and organizing regular meetings is essential for effectively promoting entrepreneurship among students. Here's a step-by-step guide to setting up and managing the committee:

Step 1: Committee Formation

1. Identify Key Members: Select representatives from each department who are passionate about entrepreneurship and have relevant expertise.

2. Designate EDC In charge: Appoint a dedicated EDC In charge to oversee the committee's activities and ensure alignment with the EDC's goals.
3. Include Principal's Leadership: The principal serves as the patron of the EDC, providing overall guidance and support.

Step 2: Define Committee Roles and Responsibilities:

- Chairperson: Oversees the EDC's activities, leads meetings, and ensures alignment with the institution's goals.
- Faculty Advisors: Provide expertise in entrepreneurship education, mentorship, and industry connections.
- Student Representatives: Actively participate in EDC events, gather student feedback, and promote entrepreneurial initiatives among peers.

Step 3: Establish Meeting Schedule

1. Regular Meetings: Schedule regular meetings to discuss progress, plan activities, and address any challenges.
2. Meeting Frequency: Determine the optimal meeting frequency based on the committee's workload and urgency of matters.
3. Meeting Structure: Establish a structured meeting agenda, including opening remarks, progress updates, discussions, action items, and closing remarks.

Step 4: Effective Meeting Management

1. Pre-Meeting Preparation: Encourage members to come prepared with updates, ideas, and any concerns for discussion.
2. Time Management: Maintain strict adherence to the meeting schedule to ensure all agenda items are covered effectively.
3. Decision-Making Process: Establish a clear decision-making process, such as consensus or majority vote, for resolving issues.
4. Action Items Assign action items to specific members and track progress during subsequent meetings.

Step 5: Documentation and Communication

1. Meeting Minutes: Maintain comprehensive meeting minutes documenting discussions, decisions, and action items.
2. Regular Communication: Establish regular communication channels to keep committee members informed and engaged outside of meetings.
3. Transparency and Collaboration: Foster a culture of transparency and collaboration within the committee, encouraging open communication and shared responsibility.

DAY -1 : LECTURES

1. Programme introduction and objectives of EDP

2. Establishment and Functioning of EDC

3. Strategies for promotion of Entrepreneurship



Lecture by Dr Sri.Sarath Muthyala



Lecture by Dr.K.V.B.L Rajendra Prasad.

Entrepreneurship Development Programs

Rural Entrepreneurship Development Programme can be divided into three phases, viz., pre-training, training and post-training phase. The achievement of the programme depends on the stringent adherence to these phases. Some of the highlights of the training program conducted under the Rural Entrepreneurship Development Programme are:

- EDPs are conducted for a certain skill and unemployed rural youth are trained in these programs.
- The trainee has to be in the age limit of 18 and 50 years.
- Training period could differ from a minimum period of 4 weeks to a maximum period of eight weeks.
- Each program would support about 25-30 participants.
- Programs are held with the support of NGOs and the NGOs must be a registered and with a minimum experience of 3 years.
- Programs could be residential or non-residential.
- The NGO must have essential infrastructure, faculty support of their own or invite guest faculty.

Pre-Training Phase

In the pre-training phase, a detailed survey is done for identifying prospective business activities or market. Then publicity, awareness and motivational campaign are conducted for Entrepreneurship development in coordination with Banks or Government Departments or other NGOs.

Training Phase

Entrepreneurship Development Programs are typically 6-8 weeks long. Training module comprises the following:

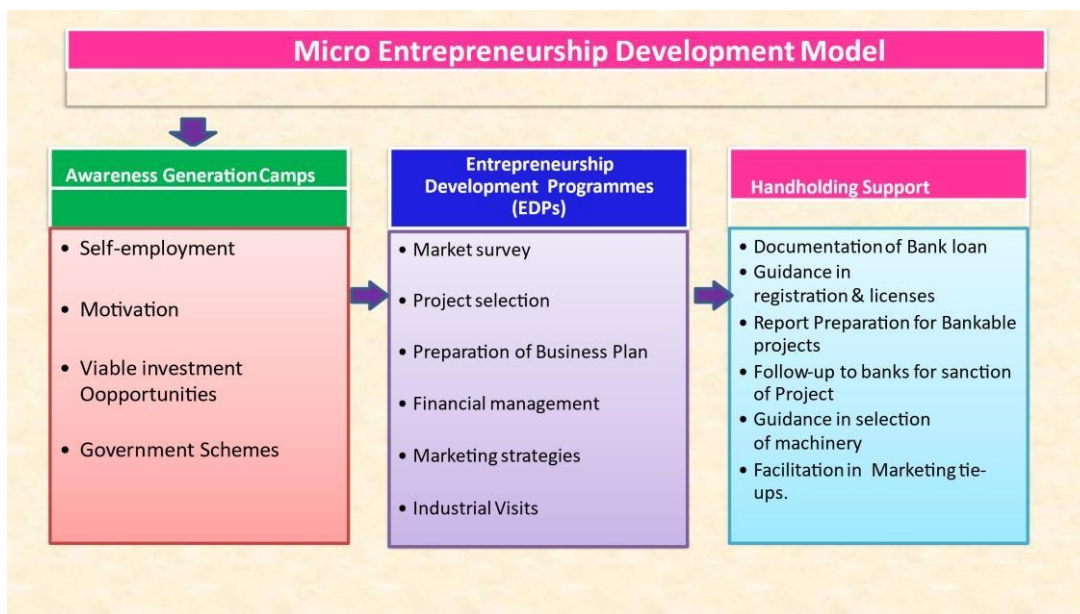
- Achievement motivation
- Opportunity identification and guidance
- Knowledge related to supporting agencies and schemes
- Preparation of project reports/profiles
- Management of resources (men, material, money)
- Marketing aspects
- Book-keeping/Accounting

The training program would include case-studies on prospective activities, field visits, practical work, visit to thriving units, etc.

Post-Training

Post training, the program endeavours to facilitate in the handholding to create of the MSME unit for a period of a minimum of 1 year.

Awareness, Training & Handholding model



1.
2.

INNOVATION

Innovation refers to the process of creating and implementing new ideas, products, services, or processes that result in significant improvements, advancements, or changes in various aspects of life, business

,technology, or society as a whole. Innovation can take many forms, and it is a driving force behind progress and growth in almost every field.

Creativity: Innovation often begins with creative thinking and the generation of novel ideas. This can involve thinking outside the box, challenging conventional wisdom, and exploring new possibilities.

Problem-Solving: Many innovations are born out of a need to solve a particular problem or address a challenge. Innovators identify issues or opportunities and work to develop solutions.

Adaptation: Innovation can involve adapting existing technologies or ideas to new contexts or combining different elements to create something entirely new.

Risk-Taking: Innovation often entails some level of risk, as there are no guarantees that a new idea or product will succeed. Innovators must be willing to take calculated risks and learn from failure.

Implementation: True innovation goes beyond ideas; it involves bringing those ideas to life and putting them into practice. This may require the allocation of resources, research and development, and testing

According to the recent Global Innovation Index 2023 (GII), India has retained its **40th** position in the Global Innovation Index (GII) 2023.

over the past several years in the Global Innovation Index (GII), from a rank of 81 in 2015 to 40 in 2023. Innovation has been at the forefront of our battle against the unprecedented crisis created by the pandemic and will be pivotal in driving the country's resilience, as enshrined in the Prime Minister's clarion call on Atma Nirbhar Bharat.

The consistent improvement in the GII ranking is owing to the immense knowledge capital, the vibrant start-up ecosystem, and the amazing work done by the public and private research organizations. All Departments of the Government, including Scientific Departments such as the Department of Science and Technology; the Department of Biotechnology; the Department of Space; and the Department of Atomic Energy and also departments such as Ministry of Electronics and IT, Department of Telecommunications, Department of Agricultural Research & Education and the Department of Health Research have played a pivotal role in enriching the National Innovation Ecosystem. Most importantly, the Atal Innovation Mission has played a major role in expanding the Innovation ecosystem.

NITI Aayog has been working tirelessly to ensure the optimization of the national efforts for bringing policy-led innovation in different areas such as electric vehicles, biotechnology nano technology, space, alternative energy sources, etc. It has also played a role in expanding the innovation eco-system in states and districts. A constant thrust in monitoring and evaluating India's position in the global ranking has been provided by the NITI Aayog, including in the GII. The GII is a reliable tool for government across the world to assess the innovation-led social and economic changes in their respective countries. Over the years, the GII has established itself as a policy tool for various governments and helped them to

reflect upon the existing status quo. The Confederation of Indian Industry(CII)has also been collaborating in India's journey to wards an innovation-driven economy. This year, the NITI Aayog, in partnership with the CII for GII2023.

Importance of Innovation

Innovation is considered a critical driver of economic growth and competitiveness. Many organizations and governments actively encourage and support innovation through research and development funding, incentives, and policies.

Innovation is crucial for Micro, Small, and Medium-sized Enterprises (MSMEs) as it can lead to increased competitiveness, sustainability, and growth. However, MSMEs often face unique challenges in pursuing innovation due to limited resource and capacities. Here are some strategies and approaches that MSMEs can consider innovation:

Identify Market Needs:

MSMEs should start by understanding the needs and preferences of their target market. Customer feedback and market research can help identify areas where innovation is most needed.

Collaboration: Collaborating with other businesses, research institutions, or industry associations can provide access to knowledge, expertise, and resources that MSMEs might not have on their own. Partnerships can lead to joint innovation efforts and shared costs.

Open Innovation: MSMEs can embrace open innovation by seeking external ideas and technologies. They can partner with startups, universities, or innovation hubs to access cutting-edge ideas and expertise.

Product and Service Innovation: MSMEs can innovate by enhancing existing products or services or by developing entirely new ones. This may involve improvements in design, features, functionality, or quality.

Process Innovation: Streamlining internal processes can lead to cost savings and increased efficiency. Automation, reengineering, or the adoption of digital tools can help MSMEs become more competitive.

Employee Engagement: Encouraging employees to contribute ideas and fostering a culture of innovation can be highly effective. Employee-driven innovations often lead to practical, cost-effective improvements.

Adoption of Technology: MSMEs can leverage technology, such as cloud computing, data analytics, and the Internet of Things (IoT), to enhance their operations, gather valuable insights, and offer innovative solutions.

Market Research: Continuously monitoring industry trends and staying informed about new

technologies and market developments can provide MSMEs with insights for innovative opportunities.

Financial Support: Seek financial assistance or grants from government agencies or private organizations that promote innovation and entrepreneurship. These funds can be used for research and development, technology adoption, and product development.

Protect Intellectual Property: If MSMEs develop unique and innovative products or processes, they should consider protecting their intellectual property through patents, trademarks, or copyright to maintain their competitive advantage and prevent imitation.

Training and Development: Invest in training and development programs for employees to enhance their skills and keep them updated on emerging technologies and best practices.

Risk Management: Understand that innovation involves risks, and not all innovations will succeed. MSMEs should be prepared for both successes and failures and learn from their experiences.

Customer Engagement: Involve customers in the innovation process by soliciting feedback, conducting surveys, and inviting them to be part of product/service development discussions.

Sustainability Innovation: Consider sustainability as an innovation focus, as eco-friendly and socially responsible practices can attract environmentally conscious consumers and reduce long-term costs.

Innovation can be a powerful tool for MSMEs to compete effectively in the market, adapt to changing conditions, and drive growth. While it may require an initial investment of time and resources, the long-term benefits can be substantial. MSMEs that continuously innovate are better positioned to thrive and succeed in today's dynamic business environment.

Day – 2

- | |
|---|
| 1. Institutional support and scheme |
| 2. National innovation and start-up India Policy |
| 3. Market Research, Identification, Project Feasibility |



DR.M.Muralidhar

Dr.V.B.Rajendra Prasad

Day - 3

EXPOSURE Visit to T-HUB,T-Works and ICAR

T WORKS



T HUB



ICAR MILLETS INCUBATION CENTRE



Day -4

- | |
|---|
| 1. Entrepreneurship Registration, Legal Formalities, Licenses and approvals for MSMEs |
| 2. GST and Financial Management |
| 3. Digital Branding and e-Commerce |
| 4. Business Simulation and Case studies |



Dr.E.Vijaya



Dr.G.Srikanth

The **Ministry of MSME** is responsible for **promoting and developing the MSME sector in India**. M/o MSME employs a multi-faceted approach to realize its vision. It provides financial assistance, facilitates skill development, and implements technology interventions to enhance the competitiveness of MSMEs. The ministry also collaborates with state governments, creating an enabling environment for entrepreneurship and innovation. By addressing challenges and encouraging sustainable practices, M/o MSME ensures the continued socio-economic development of the country.

The Ministry of Micro, Small & Medium Enterprises envisions a vibrant MSME sector by promoting growth and development. This vision extends to Khadi, Village, and Coir Industries, emphasizing collaboration with relevant ministries, state governments, and stakeholders. The ministry focuses on supporting existing enterprises and fostering the

creation of new ones. The Ministry of Micro, Small & Medium Enterprises stands as a cornerstone for fostering economic growth, employment generation, and regional development in India. Through its dedicated efforts in supporting MSMEs, Khadi, Village, and Coir Industries, the ministry contributes to the nation's socio-economic fabric. The vibrant and dynamic MSME sector, deeply rooted in India's cultural and historical heritage, continues to thrive under the visionary guidance of M/o MSME, propelling the nation towards a more inclusive and prosperous future.

Attached Organizations

1. National Institute for Micro, Small and Medium Enterprises (NIMSME):

Objectives:

- Enabling enterprise creation and growth.
- Capacity building for enterprise sustainability.
- Creation, development, and dissemination of enterprise knowledge.
- Diagnostic and development studies for policy formulation.
- Empowering the underprivileged through enterprise creation.

Functions:

- Providing training in entrepreneurship building.
- Conducting research, consultancy, and extension services.
- Focusing on areas like technology upgradation, policy issues, and quality management.

2. Office of Development Commissioner (MSME):

Objective: Implementation of policies and programs for providing infrastructure and support services to MSMEs.

Functions:

- Advising the government on policy formulation for MSME promotion.
- Providing consultancy, common facilities, and extension services.
- Facilitating technology up gradation, modernization, and quality improvement.
- Developing human resources through training and skill up gradation.
- Offering economic information services.

3. Khadi & Village Industries Commission (KVIC):

Objectives:

Social: Providing rural employment.

Economic: Producing saleable articles.

Wider: Creating self-reliance and building a strong rural community spirit.

Functions:

- Planning and organizing training for those involved in Khadi and village industries.
- Encouraging the creation of common service facilities.
- Promoting the sale and marketing of khadi and village industry products.
- Undertaking research to enhance productivity and competitiveness.
- Providing financial assistance and guiding institutions engaged in Khadi and village industries.

4. Coir Board:

Objective: Promoting overall development of the coir industry and improving the living conditions of workers.

Functions:

- Promoting exports of coir yarn and products.
- Regulating production of husks, coir yarn, and products.
- Undertaking scientific, technological, and economic research.
- Collecting statistics on the coir industry.
- Improving marketing of coir products and preventing unfair competition.
- Setting up or assisting in the setup of coir product factories.

5. National Small Industries Corporation Limited (NSIC):

Objective: Promoting and fostering the growth of micro, small, and medium enterprises.

Functions:

- Consortia and Tender Marketing.
- Credit Support.
- Raw Material Distribution.
- Single Point Registration Scheme (SPRS).
- NSIC Technical Services Centers.
- E-Marketing/Digital Services facilitation.
- National Scheduled Caste and Scheduled Tribe Hub.

- Providing technical support through training and consultancy.

6. Mahatma Gandhi Institute for Rural Industrialization (MGIRI):

Objectives:

- Accelerating rural industrialization for sustainable village economy.
- Attracting professionals and experts to Gram Swaraj.
- Empowering traditional artisans through innovation.

Functions:

- Divisions focusing on chemical industries, khadi and textiles, bio-processing and herbal, rural energy and infrastructure, rural crafts and engineering, and management & systems.
- Activities include quality improvement, value addition, and technology development for rural industries.

Schemes Implemented By Ministry of MSME & Its Organization

1. Prime Minister's Employment Generation Programme (PMEGP)

The scheme aims to provide financial assistance to set up self-employment ventures and generate sustainable employment opportunities in rural as well as urban areas. Credit linked subsidy program for setting up new micro-enterprise in non-farm sector. Margin Money subsidy ranges from 15% to 35% of project cost for projects up to Rs. 50 Lakh in Manufacturing sector and Rs. 20 Lakh in the Service sector. For beneficiaries belonging to Special categories such as SC/ST/ Women/ Minorities/ Ex-Servicemen/ Transgenders/ Aspirational districts/NER, the margin money subsidy is 35% in rural areas and 25% in urban areas.

2. Credit Guarantee Scheme for Micro & Small Enterprises (CGTMSE)

To encourage first generation entrepreneurs to venture into self-employment opportunities by facilitating credit guarantee support for collateral free / third-party guarantee-free loans to the Micro and Small enterprises (MSEs), especially in the absence of collateral. Credit guarantee for loans up to Rs. 2 crores, without collateral and third-party guarantee. Guarantee coverage ranges from 85% (Micro Enterprise up to Rs 5 lakhs) to 75% (others). 50% coverage is for retail activity.

3. Micro & Small Enterprises Cluster Development Programme (MSE-CDP) Scheme

To create Common Facility Centers including Plug & Play Facilities (for testing, training, raw material depot, effluent treatment, complementing production processes, etc.). Support for Infrastructure Development Projects including Flatted Factory Complexes.

4. Scheme of Fund for Regeneration of Traditional Industries (SFURTI)

The scheme aims to organize traditional industries and artisans into collectives by increasing production and value addition to make products competitive. To promote traditional sectors and increase income of artisans providing sustainable employment.

5. Entrepreneurship Skill Development Programme (ESDP) Scheme

The scheme aims to promote new enterprises, capacity building of existing MSMEs and inculcating entrepreneurial culture in the country. Widen the base of entrepreneurship by development, achievement, motivation and entrepreneurial skill to the different sections of the society.

6. Assistance to Training Institutions (ATI) Scheme

The assistance is provided to National level training institutions operating under the Ministry of MSME, namely, NI-MSME, KVIC, Coir Board, Tool Rooms, NSIC & MGIRI in the form of capital grant for the purpose of creation and strengthening of infrastructure and support for entrepreneurship development and skill development training programmers. Assistance is also provided to existing State level EDIs i.e. owned and controlled by a State Government/UT for creation or strengthening/ expansion of their training infrastructure

7. Coir Vikas Yojana

Coir Vikas Yojana (CVY) is an Umbrella Scheme being implemented by Coir Board for the Development of Coir Industry all over the country. It aims to support the overall development of the coir industry in India by providing financial assistance, skill development, infrastructure development, and market promotion initiatives. The CVY comprises various sub-schemes that address different aspects of the coir industry's development. Some of the key components include:

- **Group Marketing:** Provides financial assistance to coir producers' groups for marketing their products.
- **Market Development Assistance:** Supports participation in trade fairs and exhibitions, market research, and brand promotion activities.

- Infrastructure Development: Grants financial assistance for setting up common processing facilities, quality testing laboratories, and effluent treatment plants.
- Research and Development: Funds research on new coir products, production processes, and machinery development.
- Skill Development: Imparts training to coir workers in various skills such as spinning, weaving, and product design.
- Mahila Coir Yojana: A sub-scheme specifically for providing financial assistance and training to rural women engaged in coir production.

8. Procurement and Marketing Support (PMS) Scheme

The scheme aims to promote new market access initiatives like organizing / participation in National / International Trade Fairs / Exhibitions / MSME Expo, etc. held across the country and to create awareness and educate the MSMEs about the importance / methods/ process of packaging in marketing, latest packaging technology, import-export policy and procedure, GeM portal, MSME Conclave, latest developments in international / national trade and other subjects / topics relevant for market access developments.

9. International Cooperation (IC) Scheme

The scheme aims to build Capacity of MSMEs for entering export market by facilitating their participation in international exhibitions/ fairs/conferences/ seminar/ buyer-seller meets abroad as well as providing them with actionable market-intelligence and reimbursement of various costs involved in export of goods and services. The Scheme provides opportunities to MSMEs to continuously update themselves to meet the challenges emerging out of changes in technology, changes in demand, emergence of new markets, etc.

10. National SC-ST Hub Scheme

To provide professional support to Scheduled Caste and Scheduled Tribe Entrepreneurs to fulfill the obligations under the Central Government Public Procurement Policy for Micro and Small Enterprises Order 2012, adopt applicable business practices and leverage the Stand-Up India initiatives.

11. A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship (ASPIRE)

To set up a network of Livelihood Business Incubators (LBIs), predominantly in the rural and underserved areas, to promote innovation and accelerate entrepreneurship for the following :

- Generate employment opportunities by facilitating formal, scalable micro-enterprise creation in the agro-rural sector. Skill, up-skill, re-skill unemployed, self-employed/ wage earners in new technologies in the agro-rural sector.
- Provide skilled human capital to nearby industrial clusters and promote innovations for strengthening the competitiveness in the MSME sector.
- Maximum of INR 1 crore to Government agencies & INR 75 lakh to Private agencies for procuring plant and machinery.
- Maximum of INR 1 crore to Government and Private agencies as operational expenditure support towards manpower cost, running incubation and skill development programmes, etc

12. Promotion of MSME in NER and SIKKIM

The scheme aims provide Common facilities for MSMEs to develop new products & processes including toolings.

- Developed infrastructure for entrepreneurs for establishing new units or expanding their units.
- Support for creation of common infrastructures to boost tourism in NER & Sikkim.

13. Khadi Gramodyog Vikas Yojana

The scheme aims to increase productivity and wages of Khadi Artisans and secure livelihood

- To improve Infrastructure for Khadi Production
- Increased Khadi Production, Sales and Employment
- Development of Village Industries and increase number of rural artisans
- To revive the traditional and inherent skills of rural artisans
- To renovate and Modernize Sales Outlets
- To promote Marketing and Exports

14. Tool Rooms and Technical Institutions - A Component of Infrastructure Development & Capacity Building scheme

Tool Room & Technical Institutions are concentrated on an integrated Development of the relevant sector of industries to help MSME. Total 18 MSME Tool Rooms & Technical institutions established PAN India serving in the relevant sector like General Engineering, foundry & forging, electronics, fragrance, glass, sports good and footwear etc. Improves access of MSMEs to tooling facilities for enhancement of their efficiency and providing industry ready manpower by conducting training programme consultancy and job works in relevant sector.

15. MSME Champions Scheme

MSME Champions scheme has been formulated through Standing Finance Committee (SFC) by merging all 6 components of erstwhile Technology Up gradation Scheme (TUS) for a period of 5 years i.e. 2021-22 to 2025-26. It is a Holistic Approach to unify, synergize and converge various schemes and Interventions with a single purpose. The end objective is to pick up clusters and enterprises and modernize their processes, reduce wastages, sharpen business competitiveness and facilitate their National and Global reach and excellence. There are 3 components under the new MSME Champions scheme, the details of which are as below: 1) - MSME-Sustainable (ZED) 2) - 3) - MSME-Competitive (Lean) Yet to be launched 3) - Digital MSME Yet to be launched MSME-Innovative(for Incubation, IPR, Design) (The Digital MSME will be interlinked with all the other components of the MSME Champions Scheme.)

16. Credit Guarantee Scheme for Subordinate Debt (CGSSD) for Stressed MSMEs

The Scheme is named as 'Distressed Assets Fund - Subordinate Debt for Stressed MSMEs' and the credit product for which guarantee would be provided under the Scheme shall be named as 'Credit Guarantee Scheme for Subordinate Debt (CGSSD)'(hereinafter referred as the 'Scheme')

- Subordinate debt will provide a substantial help in sustaining and reviving the MSMEs which have either become NPA or are on the brink of becoming NPA.
- Promoter(s) may infuse this amount in MSME unit as equity and thereby enhance the liquidity and maintain debt-equity ratio.
- In a situation, where an outright loan is difficult, sub-debt with guarantee will provide the requisite financing to the MSME Units.

17. Self-Reliant India (SRI) Fund

India has embarked upon the path of self-reliant economic growth for achieving its aspiration of becoming an economic superpower. Towards this end, one of the initiatives taken by the Government of India is the launch of the Self Reliant India (SRI) Fund. The Fund structure is designed in a manner that it will leverage the strength of the private sector in providing growth capital to viable MSMEs having a definite growth plan. Funds for onward provision to MSMEs as growth capital, through equity, quasi-equity and debt to achieve the following:

- Supporting faster growth of MSME businesses, thereby igniting the economy & creating several employment opportunities.
- Supporting enterprises which have the potential to graduate beyond the MSME bracket and become National/International champions.
- Supporting MSMEs which will help make India self-reliant by producing relevant technologies, goods and services.

18. Raising and Accelerating MSME Performance (RAMP)

RAMP scheme would enhance the performance of MSMEs by promoting technology up gradation, innovation, digitization, market access, credit, greening initiatives, etc. through active participation of the State Governments.

- Accelerating Centre- State collaboration in MSME promotion and development
- Enhancing effectiveness of existing M/o MSME schemes for technology up gradation
- Strengthening Receivable Financing Market for MSMEs
- Enhancing effectiveness of Credit Guarantee Trust for Micro & Small Enterprises (CGTMSE), and promoting guarantee for greening initiatives of MSEs, and women owned MSEs
- Reducing incidence of delayed payments to MSEs

DAY – 5

25.10.2024 Tuesday	I	Innovation, Incubation and IPR For Start ups	Mrs.V.Swapna
	II	Funding and finance Management	Mr.M.V.Kameswara Rao
	III	Project Report Presentations	V.B.Rajendra Prasad
	IV	Training, Evaluation, Feedback Back at work and Valedictory	Assistant Registrar

INTELLECTUAL PROPERTY RIGHTS

Intellectual Property Rights are statutory rights once granted allows the creator(s) or owner(s) of the intellectual property to exclude others from exploiting the same commercially for a given period of time. It allows the creator(s)/owner(s) to have the benefits from their work when these are exploited commercially. IPR are granted to an inventor or creator, designer in lieu of the discloser of his/her knowledge.

Governing Laws in India for IPR as follows:

1. Patent Act 1970
2. Trade marks Act (1958 original) 1999
3. The Copyright Act 1957
4. The design Act 2000
5. Geographical Indication of Goods (Registration and Protection) Act 1999
6. Plant Variety and Farmers Right Protection Act 2001

Pressures of globalization or internationalization were not intense during 1950s to 1980s, and many countries, including India, were able to manage without practicing a strong system of IPR. Globalization driven by chemical, pharmaceutical, electronic, and IT industries has resulted into large investment in R&D. This process is characterized by shortening of product cycle, time and high risk of reverse engineering by competitors.

Incubators vary in the manner they deliver their services, in their organizational structure and in the types of clients they serve. Highly adaptable, incubators have differing goals, including diversifying regional economies, providing employment for and increasing wealth of their local areas, and transferring technology from universities and major corporations. Incubator clients are at the forefront of developing new and innovative technologies creating products and services that improve the quality of our lives in communities around the world. Incubators differ from research and technology parks in their dedication to start-up and early-stage companies. Research and technology parks, on the other hand, tend to be large-scale projects that house everything from corporate, government or university labs to very small companies. Most research and technology parks do not offer business assistance services, which are the hallmark of a business incubation program. However, many research and technology parks house incubation programs.

A. Business Incubators

B. Technology Incubators

C. Technology Business Incubators (TBI)

Various Stages of Incubation for Startups

1. ThePreincubationStage
2. TheIdeaStage
3. TheSeedStage
4. TheEarlyStage
5. TheGrowthStage
6. TheExpansionStage
7. TheMaturityStage
8. Exit

PROJECT PRESENTATION VALIDICTORY AND FEEDBACK CERTIFICATE PRESENTATION

PROJECT PRESENTATION

The faculty formed into groups and selected a business which is suitable and demanded by the customers in the market and presented their own views.



Group photo with all the Dignitaries



Certificates Presented By Director Msme.Dr. Glory Swarupa



CERTIFICATES ISSUED





National Institute for Micro Small and Medium Enterprises (ni-msme)
An Organisation of Ministry of MSME, Govt. of India and ISO 9001:2015 Certified
Accredited as UTKRISHT / उत्कृष्ट, 3-Star Rating by Capacity Building Commission (CBC)

Faculty Development Programme on Building Resilient EDCs; Infusing Entrepreneurship in Education

List of Relived Participants - Batch 5 (Scheduled from 21 - 25 October 2024)

Sr. No.	Name of The College	Name of the Faculty	Mobile No.
1	SRR & CVR Government Degree College (A), Vijayawada	Mrs. K.S.G. Sucharitha	9393024477
2	TSR & ERR Government Degree College, Pamarru	Mrs. Eadi Sunitha	9985822597
3	V.S.R. Government Degree College - Movva	Mrs. Gudivada Karuna Sri	9440181446
4	Government Degree College, Pakala, Tirupati District	Dr. K. Ramanamma	8985834911
5	SRR & CVR Government Degree College (A), Vijayawada	Mrs. T. Deepthi	9951722441
6	Government Degree (A), Rajahmundry	Dr. Ajarapu Alimelu Annapurna	8978737858
7	GVSM Government Degree College, Ulavapadu, SPSR Nellore	Mrs. Haritha S	7013109358
8	Visakha Government Degree College for Women (A), Visakhapatnam	Mrs. Y. Lakshmi	9951781931
9	Government College (A), Rajahmundry, East Godavari District	Mrs. B. Sujatha	9381024955
10	Government College (A), Rajahmundry, East Godavari District	Ms. S. Deekshitha	6309556737
11	Government Degree College, Kovvur, East Godavari District	Mrs. Kolla Jyothi	9676987233
12	Government Degree College, Sabbavaram	Mrs. Lakshmi Bandi	9493492610
13	NTR Government Degree College, Vayalpad, Annamayya District	Mr. G.N. Sudarshan	9440329671
14	SVA Government College (M), Srikalahasti	Dr. Sudheer Tirumuru	9440744496
15	SCIM Government College (A), Tanuku	Mr. Katlaparthi Rajasekhar	9502737263
16	SRR & CVR Government Degree College, Vijayawada	Mr. Achyuta Rama Kishore Olety	9885630468
17	GVRS Government Degree College, Dhone, Nandyal District	Mr. N. Venkata Krishnaiah	9440971169

M. Sarath

18	S.V.B. Government Degree College, Koilkuntla	Mr. Ummadi Venkateswara Reddy	9441657058
19	D.K.Government College for Women (A), SPSR, Nellore	Dr. Rondla Vijaya Bhaskar	9440203138
20	P.R.Government College (A), Kakinada	Dr. J. Pandu Rangarao	9441069978
21	Sri. A.B.R. Government Degree College, Repalle	Dr. P. Murali	9966295029
22	Government Degree College, Kodur, (R.S) Annamayya District	Dr. S. Subramanyam Raju	9440470022
23	Government Degree College, Rajampet, Annamayya District	Mr. K. Venkata Narasaiah	9985038507
24	Dr. V.S. Krishna Government Degree College, Visakhapatnam	Dr. G. Raju Kumar	9885623910
25	Government Degree College, Chebrole	Mr. Akkala Venkata Hanumantharao	8790351917
26	Government Degree College, Mydukur, Y.S.R. District	Mr. Pedakolimi Chennarayudu	9441152003
27	SKR & SKR Government Degree College for Women (A), Kadapa	Mr. Vuppuluri Sree Rama Reddy	8074746501
28	Visvodaya Government Degree College, Venkatagiri, Tirupati District	Dr. Batchu Satish	9945001713
29	Government Degree College Puttur, Tirupati District	Dr. G. Tirumalaiah	9985313431
30	KSN Government Degree College (W), Anantapur	Mr. K. Mallikarjuna Rao	8328670525
31	Government Degree College, Cheepurupalli	Mr. Paidi Malleswara Rao	9441719601
32	SGA Government Degree College, Yallamanchili	Mr. Rekha Rama Rao	9492237769
33	Government College (A), Anantapur	Mr. P. Sreenivasulu	9703417107
34	Government College (A), Anantapur	Mr. C. Ravindra Reddy	9441166232
35	SVCR Government Degree College, Palamaner	Dr. K.V. Chidambaram	9440799542
36	Government College (A), Anantapur	Mr. G. Shekar	9346449359
37	Government Degree College, Thiruvuru NTR District	Mr. Matta Avinash	9133214519
38	Government College for Men (A), Kadapa	Dr. R. Neelaiah	9492426281

M. S. Chaitanya

9001-20

Hyderabad

Conf. of India

CONCLUSION OF THE PROGRAMME

The overall programme is organized in such a way that more data with less time covering and completing the schedule in time, more over the quality of the accommodation, delivering the content by the subject experts, food, hospitality of the whole training is excellent and brought awareness to all the commerce faculty members of Govt Degree college on entrepreneurship and how to start up EDC in their respective college and bring innovative skills among the students and make them self employed by utilizing the helping hand of the government organizations with different schemes to start up their business. Thanks to our Government Authorities, MSME and Principals in encouraging such a wonderful useful programme to the career of the students.

