

**REPORT**  
**ON**  
**STUDENT ENLIGHTMENT SESSION**  
**ON**  
**CAREER AS ENTREPRENEUR**



**EVENT CONVENOR**

**Dr.S. Chitra – Associate Professor**

**EVENT COORDINATORS**

1. **Mr.R. Gowtham – Research Scholar**
2. **Mr. Sanjay Baskaran – Student – II B. Com Hons IAF**
3. **Mr. Nabeel Nawab – Student – II B. Com Hons IAF**
4. **Ms. Thejaswiny Aravindan Mahalakshmi – II B.Com Hons IAF**
5. **Ms. Varsha Jairam - II B.Com Hons IAF**



**SRM**  
INSTITUTE OF SCIENCE & TECHNOLOGY  
*Deemed to be University u/s 3 of UGC Act, 1956*

COLLEGE OF SCIENCE AND HUMANITIES

DEPARTMENT OF COMMERCE

MERX MERCIS ASSOCIATION

ORGANIZES

## Two days Enlightening Session on "Career as Entrepreneur"



**Dates: 14th & 15th February 2022**

**Time: 10 a.m to 12 p.m**



**Dr. S. Neelavathy Pari**  
Assistant Professor,  
Department of Computer Technology,  
Madras Institute of Technology,  
Anna University, Chennai



**Er. Shree Jayaram K**  
Field Coordinator  
IEDP-HUB,  
Madras Institute of Technology, Chennai



**Mr. R. Ramachandran**  
Field Coordinator & ILO Trainer  
EDII TN – Madurai & ILO Geneva  
Tamil Nadu



## **SUMMARY**

An Enlightenment session on Career as Entrepreneur was conducted virtually through Zoom, between 14<sup>th</sup> and 15<sup>th</sup> February 2022 to enable students build their foundation on Entrepreneurship. The Department of Commerce brought together experts in the field of entrepreneurship. The Enlightenment successfully harnessed the enthusiasm and experience of participants and reached wide ranging consensus.

## **PURPOSE OF THE PROGRAMME**

The Purpose of this Program is to

- Understand foundations of entrepreneurship.
- Summarize roles and responsibilities of various types of entrepreneurs.
- Explore funding opportunities for Start-Ups
- Enumerate on procedures to start a Start-up
- Awareness on Make in India Programme and EDII's contribution
- Motivate students to be Job Creator rather than Job Seeker

## **OUTCOMES**

After the completion of the program, the students were able to

- Realize the importance of entrepreneurship.
- Consider Entrepreneurship as Career.
- Get Awareness on various funding opportunities available for them.
- Enlightened on Make in India Program.
- Understand Success Formula for Start-ups and to be a Successful Entrepreneur.

## **BENEFICIARIES**

Nearly 100 Participants registered and benefitted out of this enlightenment session. Certificate of Participation were issued to the participants based on their active involvement in the program.

**Date: 14<sup>th</sup> February 2022**

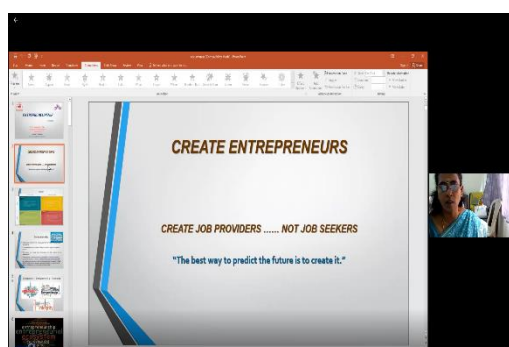
## **Topic: Introduction to Entrepreneurship & Funding Opportunities for Start-Ups**

### **Resource Persons**

- |                                   |   |
|-----------------------------------|---|
| 1. Dr. Neelavathy Pari            | 2. Er. Shree Jayaram K                  |
| Assistant Professor               | Field Coordinator                       |
| Department of Computer Technology | IEDP-HUB                                |
| Madras Institute of Technology    | Madras Institute of Technology, Chennai |
| Anna University, Chennai          |   |

The Session started with Dr. Neelavathy Pari explaining the foundations of entrepreneurship. She clearly differentiated the enterprise from entrepreneur and entrepreneurship. She also discussed the role and importance of Entrepreneurship Development Institute of India and its contribution in creating entrepreneurs by drawing historical evidences from reports of international bodies on India's growth in entrepreneurship in the past 15 years. She also emphasized on the importance of technology and innovation in the success of entrepreneur's careers. The Session was further carried forwarded by Er.Shree Jayaram. Er.Shree Jayaram K threw insights on various types of entrepreneurs and their roles in the society. He explained about various funding opportunities for Start-ups. His session covered following topics

- Skills needed to be entrepreneur
- Types of Funds available for Start-ups
- Stages of Start-ups and their funding sources.
- Start-up India – State wise Schemes
- Start-Up – Business Grants in India
- Government Scheme for Student Start-up
- Women Entrepreneurship Platform.
- EDII and their support for Start-ups



**Date: 15<sup>th</sup> February 2022**

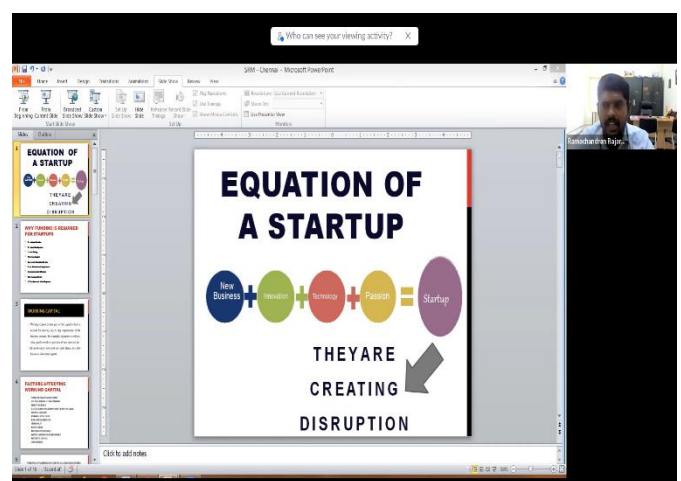
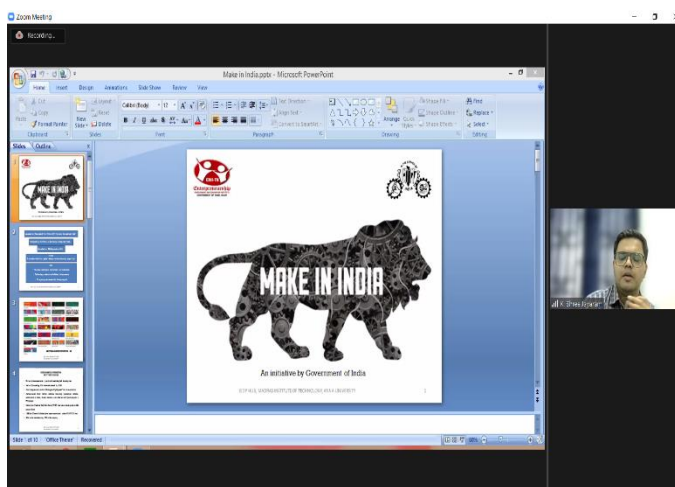
## **Topic: Make in India and Success Equation for Start-ups**

### **Resource Persons**

- |  |   |
|--|---|
| <p>1. Er. Shree Jayaram K<br/>Field Coordinator<br/>IEDP-HUB<br/>Madras Institute of Technology, Chennai</p> | <p>2. Mr. R. Ramachandran<br/>Field Coordinator &amp; ILO Trainer<br/>EDII TN – Madurai and ILO Geneva<br/>Tamil Nadu</p> |
|--|---|

The Session started with Er. Shree Jayaram enumerating on Make in India Scheme. He explained about various schemes available for automobile, MSMEs and other industries. He concluded his session benefits of Make in India Scheme. The Session was further jointly carried forwarded by Mr.R. Ramachandran and Er. Shree Jayaram. Mr.R. Ramachandran threw insights on equation of start-ups and their roles in the society. Joint session covered following topics

- Importance of Funding for Start-ups
- Working Capital
- Factors affecting Working Capital
- Role of Women Entrepreneurs
- Qualities of Women Entrepreneurs
- Successful Women Entrepreneurs
- Problems of Women Entrepreneurs
- Government of India support for Entrepreneur





# EVENT GALLERY

The screenshot shows a PowerPoint presentation titled "CREATE ENTREPRENEURS". The main slide features the text "CREATE JOB PROVIDERS ..... NOT JOB SEEKERS" and a quote: "The best way to predict the future is to create it." The presentation is displayed in a window titled "edc\_jeasss [Compatibility Mode] - PowerPoint". The left sidebar shows a list of slides, and the bottom status bar indicates the time is 02:36:10.

**CREATE ENTREPRENEURS**

**CREATE JOB PROVIDERS ..... NOT JOB SEEKERS**

**"The best way to predict the future is to create it."**

The screenshot shows a PowerPoint presentation titled "SWOT". The main slide displays a SWOT analysis matrix with four quadrants: Strengths (Internal/Favourable), Weaknesses (Internal/Unfavourable), Opportunities (External/Favourable), and Threats (External/Unfavourable). Each quadrant contains a list of questions for analysis. The presentation is displayed in a window titled "edc\_jeasss [Compatibility Mode] - PowerPoint". The left sidebar shows a list of slides, and the bottom status bar indicates the time is 02:25:27.

**SWOT**

	Favourable	Unfavourable
Internal	<b>Strengths</b> <ul style="list-style-type: none"><li>• [ What are your strengths? ]</li><li>• [ What do you do better than others? ]</li><li>• [ What unique capabilities and resources do you possess? ]</li><li>• [ What do others perceive as your strengths? ]</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• [ What are your weaknesses? ]</li><li>• [ What do your competitors do better than you? ]</li><li>• [ What can you improve given the current situation? ]</li><li>• [ What do others perceive as your weaknesses? ]</li></ul>
External	<b>Opportunities</b> <ul style="list-style-type: none"><li>• [ What trends or conditions may positively impact you? ]</li><li>• [ What opportunities are available to you? ]</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• [ What trends or conditions may negatively impact you? ]</li><li>• [ What are your competitors doing that may impact you? ]</li><li>• [ Do you have solid financial support? ]</li><li>• [ What impact do your weaknesses have on the threats to you? ]</li></ul>

←

File Home Insert Design Transitions Animations Slide Show Review View Tell me what you want to do...

Preview

1 ENTREPRENEURSHIP

2 CREATE ENTREPRENEURS


3 SWOT

4 Entrepreneurship

5 Entrepreneurship: Entrepreneur

6 entrepreneurship ecosystem business

# Entrepreneurship



- Entrepreneur comes from the French word "Entreprendre" meaning risk of new venture.
- Entrepreneurship as the process of designing, launching and running a new business
- The people who create these businesses are often referred to as **entrepreneurs**
- While definitions of entrepreneurship typically focus on the launching and running of businesses, due to the **high risks involved in launching a start-up**, a significant proportion of start-up businesses have to close due to "lack of funding, bad business decisions, government policies, an economic crisis, lack of market demand, or a combination of all of these."

00:25:23 English (United States)

02:14:39

←

File Home Insert Design Transitions Animations Slide Show Review View Tell me what you want to do...

Preview

1 ENTREPRENEURSHIP

2 CREATE ENTREPRENEURS

3 SWOT

4 Entrepreneurship

5 Entrepreneurship: Entrepreneur

6 entrepreneurship ecosystem business

# SWOT

	Favourable	Unfavourable
Internal	<b>Strengths</b> <ul style="list-style-type: none"> <li>• { What are your strengths? }</li> <li>• { What do you do better than others? }</li> <li>• { What unique capabilities and resources do you possess? }</li> <li>• { What do others perceive as your strengths? }</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>• { What are your weaknesses? }</li> <li>• { What do your competitors do better than you? }</li> <li>• { What can you improve given the current situation? }</li> <li>• { What do others perceive as your weaknesses? }</li> </ul>
External	<b>Opportunities</b> <ul style="list-style-type: none"> <li>• { What trends or conditions may positively impact you? }</li> <li>• { What opportunities are available to you? }</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>• { What trends or conditions may negatively impact you? }</li> <li>• { What are your competitors doing that may impact you? }</li> <li>• { Do you have solid financial support? }</li> <li>• { What impact do your weaknesses have on the threats to you? }</li> </ul>

00:06:32 English (United States)

02:33:30

Entrepreneur – Entrepreneurship - Enterprise

00:04:06

02:05:56

Entrepreneurship Development Cell ( E-Cell or ED-Cell)

- E cell is a group of very dynamic students who seek to provide a platform to entrepreneurial students to convert their ideas into a reality.
- The Entrepreneurial Cell aims to ignite creative thinking and nurture Entrepreneurial instincts in students.
- The cell hopes to achieve this by conducting stimulating
  - Workshops
  - Competition
  - Interactive session with eminent personalities who are role models in business dynamics.

00:05:36

01:47:56



edc\_aware [Compatibility Mode] - PowerPoint

File Home Insert Design Transitions Animations Slide Show Review View Tell me what you want to do...

Preview Home Appear Fade Fly In Fly Out Split Wipe Shapes Virtual Random Bars Grow & Turn Zoom Served Bounce Pulse Effect Options Add Animation Trigger Animation Pane Animation Painter Advanced Animation Start On Click On Click Duration Delay Reorder Animation Move Earlier Move Later

6 entrepreneurship ecosystem business

7

8

9 Entrepreneurship Development Cell (E-Cell or ED-Cell)

10

11

## Entrepreneurship Development Cell ( E-Cell or ED-Cell)

- E cell is a group of very dynamic students who seek to provide a platform to entrepreneurial students to convert their ideas into a reality.
- The Entrepreneurial Cell aims to ignite creative thinking and nurture Entrepreneurial instincts in students.
- The cell hopes to achieve this by conducting stimulating
  - Workshops
  - Competition
  - Interactive session with eminent personalities who are role models in business dynamics.

edc\_aware [Compatibility Mode] - PowerPoint

File Home Insert Design Transitions Animations Slide Show Review View Tell me what you want to do...

Preview Home Appear Fade Fly In Fly Out Split Wipe Shapes Virtual Random Bars Grow & Turn Zoom Served Bounce Pulse Effect Options Add Animation Trigger Animation Pane Animation Painter Advanced Animation Start On Click On Click Duration Delay Reorder Animation Move Earlier Move Later

7

8

9 Entrepreneurship Development Cell (E-Cell or ED-Cell)

10

11

12

Startup India

Government of India  
Department of Science & Technology  
Ministry of Science & Technology

MAKING IN INDIA

In the new world,  
it is not the big fish  
which eats the  
small fish, it's the  
fast fish which  
eats the slow fish

Klaus Schwab  
Founder and Executive Chairman  
World Economic Forum

Turning ideas into reality

Desirable To User  
Innovation  
Possible With Technology  
Viable In Marketplace

# TYPES OF ENTREPRENEURS



## Based On The Type Of Business:

### 3. *Agricultural Entrepreneur:*

- ❑ The entrepreneurs who undertake agricultural pursuits are called agricultural entrepreneurs.
- ❑ They cover a wide spectrum of agricultural activities like cultivation, marketing of agricultural produce, irrigation, mechanization, and technology.



## Based on the Use of Technology:

### 1. *Technical Entrepreneur:*

- ❑ The entrepreneurs who establish and run science and technology-based industries are called 'technical entrepreneurs.'
- ❑ Speaking alternatively, these are the entrepreneurs who make use of science and technology in their enterprises.



## Based on the Use of Technology:

### 2. *Non-Technical Entrepreneur:*

- ❑ Based on the use of technology, the entrepreneurs who are not technical entrepreneurs are non-technical entrepreneurs.
- ❑ They are concerned with the use of alternative and imitative methods of marketing and distribution strategies to make their business survive and thrive in the competitive market.



## Based on the Size of Enterprise:

### 1. *Small-Scale Entrepreneur:*

An entrepreneur who has made investment in plant and machinery up to Rs 1.00 crore

### 2. *Medium-Scale Entrepreneur:*

The entrepreneur who has made investment in plant and machinery above Rs 1.00 crore but below Rs 5.00 crore

### 3. *Large-Scale entrepreneur:*

The entrepreneur who has made investment in plant and machinery more than Rs 5.00 crore



## FUNDING OPPORTUNITIES FOR START-UPS

Presented by  
K. Shree Jayaram,  
Field Coordinator,  
IEDP hub, Madras Institute of Technology,  
Anna University.





## ENTREPRENEURSHIP

Entrepreneurship as the process of designing, launching and running a new business

The people who create these businesses are often referred to as **entrepreneurs**

### SKILLS NEEDED TO BE AN ENTREPRENEUR

CAREERCLIFF.COM

- Customer acquisition
- Building functional prototypes
- Lean startup+continuous development
- Software programming
- Creative problem solving
- Strategic thinking
- Networking
- Time management
- Design thinking
- Communication
- Finance
- Branding
- Resilience
- Sales
- Efficiency
- Curiosity
- Innovative
- Fundraising
- Pitching
- Smile



## WHY IS FUNDING REQUIRED?

- Prototype creation, product development, website/app development
  - Team hiring
- Legal and consulting services for your start-up
  - Raw materials and equipment
  - Licenses and certifications
  - Working capital
  - Marketing and Sales
- Office space and other admin expenses

### FUNDRAISING



## CHARACTERISTICS OF FUNDS

Characteristics	Equity Financing	Debt Financing	Grants
Nature	There is no component of repayment	repaid within a stipulated time frame with interest	There is no component of repayment
Risk	higher as he has no guarantee against his investment	lower as he generally has collateral against his investment	There is no risk factor involved
Pressure for Repayment	Less pressure	More pressure	No pressure
Return to Investor	Capital growth for investors	Interest payments	No Return
Involvement in Decisions	Investors prefer to involve	Debt Fund have very less involvement	No direct involvement



## Stages of start-ups and their funding sources

### 1. Ideation/Pre-Seed stage

**Boot strapping/Self Financing** – relying on your own savings

**Friends & Family** – Inherent level of trust b/w Entrepreneur & Investor

**Business plan/Pitching events** – price money/grand/financial benefits by Institutions/Organizations

### 2. Validation/Seed stage

prototype ready, demand analysis, trials, customer feedback, build formal team.

**Incubators** – organizations setup to build & launch start-ups

**Govt. Loan schemes** – Collateral free debts, schemes like *MUDRA*, *CGTMSE* & *STANDUP INDIA*

**Angel investors** – Individuals who invest money into high potential start-ups.

**Crowd funding** – money from large number of people



## Stages of start-ups and their funding sources

### 3. Early traction/Series A stage

Product or services launched in the market

**Venture capital funds** – invest in high growth start-ups, take-up equity in return  
**Banks & NBFCs** – applicable for working capital, prefer debt over equity as debt does not dilute equity stake.

**Venture debt funds** – private investments along with Angel or VC round.

**TReDS** – introduced in 2014 by RBI, mechanism for financial trade receivables on a secure Digital Platform



## Stages of start-ups and their funding sources

### 4. Scaling/ Series B stage

fast rate of market growth & increasing revenue

**Venture capital funds** – VC funds with larger ticket size, approach after generating significant market traction

**Private equity/Investment firms** – do not fund early start-ups, fund only for fast growing late-stage start-ups with consistent growth rate.



### 5. Initial Public Offering (IPO)

Start-up lists on Stock market the first time

Public listing increases credibility of the start-up & be a good exit opportunity or stake holders

## START - UP INDIA – STATE SCHEMES

### Tamilnadu

Policy name: Tamilnadu Start-up & Innovation Policy 2018-2023  
Nodal Agency: Entrepreneurship Development & Innovation Institute

### Puducherry

Policy name: Aspiring Puducherry – Innovations & Start-up Policy 2019-2024  
Nodal Agency: Development of Industries & Commerce, Puducherry



## Start-up Business Grants in India

### 1. PRISM's Technopreneur Promotion Program (TePP)

- Initiative of the Dept. Of Science & Technologies, Govt. Of India
- Transform innovations to Enterprises by promotion & funding
- Ticket size : INR 2 Lac to 100 Lac
- Stages of Grants : conceptualization, fabrication, development, trial, and application through to making it a commercial enterprise



## Start-up Business Grants in India

### 2. Multiplier Grants Scheme (MGS)

- Department of Electronics and Information Technology
- support and fund industries such as IT, analytics, enterprise software, Internet of Things, artificial intelligence and technology hardware
- Ticket size INR 2 Cr for a duration of 2 years





## Start-up Business Grants in India

### 3. Nasscom – the most sought after start-up business grant

- started in 2013 with the idea of funding 10,000 Indian start-ups in 10 years
- Helps to raise Fund from VCs, government funds, and angel investors, among others
- Focus sectors: healthcare, agriculture, education, smart cities and infrastructure and AI across industries



## Start-up Business Grants in India

### 4. Unlimited India

- The organization supports early-stage start-ups in the first 0-5 years.
- 38% of the enterprises it supports are for-profit start-ups.
- Focus Sectors: Agriculture, Livelihoods, Education, Environment, Sports, Gender Equality, Health & Well-being, Energy, Water & Sanitation, Financial inclusion, Inclusive Development, and Housing.



## Start-up Business Grants in India

### 5. Zone Start-ups

- A part of the Ryerson Futures Network
- helps a start-up with funding, mentorship, access to talent, networking opportunities and soft landing to the North American market.
- Grant : INR 50 Lac and Rs 3 crore.
- Focus sectors: technology



## Start-up Business Grants in India

### 5. Zone Start-ups

- A part of the Ryerson Futures Network
- helps a start-up with funding, mentorship, access to talent, networking opportunities and soft landing to the North American market.
- Grant : INR 50 Lac and Rs 3 crore.
- Focus sectors: technology



## Start-up Business Grants in India

### 6. Amity Innovation Incubator

- Helps Entrepreneurs & Start-ups with Direct investments into ventures via Amity Capital Ventures Raising debt/equity via financial institution schemes Investors through HNI investors and VC funds
- The organization has incubated more than 100 start-ups
- Focus Sectors: technology and innovation



## Start-up Business Grants in India

### 7. Amrita TBI

- A non-profit start-up incubator
- Partly supported by the Govt. of India
- It funds, mentors and nurtures start-ups and entrepreneurs at the early and growth stage
- Grant : funds up to INR 1 Cr per start-up & also provides options for VCs and angel investor networks



## GOVERNMENT SCHEMES FOR STUDENT START-UPS

### Atal Incubation Centre (AIC)

- Started by NITI Aayog in 2016
- Grant : Rs 10 cr over a period of five years
- Focused Sectors: transport, health, energy, education, agriculture, water and sanitation



### New GEN IEDC

- Started by Department of Science & Technology (DST) in 2017
- Implemented by the Entrepreneurship Development Institute of India (EDII), Ahmedabad.
- Students can work on innovative projects over a period of five years
- Grant : one time cost of Rs 25 lac



## GOVERNMENT SCHEMES FOR STUDENT START-UPS

### Atal Incubation Centre (AIC)

- Started by NITI Aayog in 2016
- Grant : Rs 10 cr over a period of five years
- Focused Sectors: transport, health, energy, education, agriculture, water and sanitation



### New GEN IEDC

- Started by Department of Science & Technology (DST) in 2017
- Implemented by the Entrepreneurship Development Institute of India (EDII), Ahmedabad.
- Students can work on innovative projects over a period of five years
- Grant : one time cost of Rs 25 lac



## GOVERNMENT SCHEMES FOR STUDENT START-UPS

### Atal Incubation Centre (AIC)

- Started by NITI Aayog in 2016
- Grant : Rs 10 cr over a period of five years
- Focused Sectors: transport, health, energy, education, agriculture, water and sanitation



### New GEN IEDC

- Started by Department of Science & Technology (DST) in 2017
- Implemented by the Entrepreneurship Development Institute of India (EDII), Ahmedabad.
- Students can work on innovative projects over a period of five years
- Grant : one time cost of Rs 25 lac



## GOVERNMENT SCHEMES FOR STUDENT START-UPS

### 1. Pradhan Mantri Mudra Yojana

- Launched in 2015
- Grant : Loans up to INR 10 lac can be availed
- 1.8 cr business generated via MUDRA

#### Categories

Category 1: **Shishu**, which is for new businesses. Loans up to Rs 50,000 can be availed

Category 2: **Kishor**, which is a mid-aged business. Loans up to Rs 5 lac can be availed

Category 3: **Tarun**, which is an existing, experienced business. Loans up to Rs 10 lac can be availed.

- Started by Department of Science & Technology (DST) in 2017
- Focused sectors: Small Manufacturing Units, Retailers, Wholesalers, Artisans





## GOVERNMENT SCHEMES FOR STUDENT START-UPS

### 2. Credit Guarantee Trust Fund For Micro & Small Enterprises (CGT SME)

- Biggest Start-up Loan Schemes by the Ministry of MSME
- Grant : collateral-free loan up to Rs 1 cr is provided



### 3. Financial Support To MSMEs In ZED Certification Scheme

- ZED or Zero Defect and Zero Effect mission is to encourage manufacturers to create better products, with high quality and zero defects.
- Start-ups and MSMEs can register for the ZED program



## THE WOMEN ENTREPRENEURSHIP PLATFORM (WEP)

- ❑ Launched by the NITI Aayog, the WEP is for budding and existing women entrepreneurs across India.

The three aspects:

- ❖ **Ichha Shakti**: motivating women entrepreneurs to start their business
- ❖ **Gyaan Shakti**: Provides knowledge and ecosystem
- ❖ **Karma Shakti**: Provides hands-on support to entrepreneurs to set up or scale business
- Incubation and Acceleration
- Entrepreneurship Skilling
- Marketing Assistance,
- Funding and Financial Assistance
- Compliances Support
- Social Entrepreneurship



# MAKE IN INDIA

- ❑ Scheme Launched 25<sup>th</sup> September 2014
- ❑ This Scheme **Concentrate 25 Sectors**
- ❑ 1. To convert India into a global manufacturing hub
- ❑ 2. To help create jobs and boost economic growth.
- ❑ 3. To urge both local and foreign companies to invest in India.
- ❑ General Manufacturing ,Electronics, Automobile, Metals and metallurgical products, Pharmaceuticals and Biotech, Food Processing, Agro , Heavy Engineering, Information Technology, Services sector.



Who can see your viewing activity? X

Make in India.pptx - Microsoft PowerPoint

Home Insert Design Animations Slide Show Review View

Calibri (Body) 12 A A Text Direction Align Text Convert to SmartArt

Clipboard Font Paragraph Drawing Find Replace Select Editing

Slides Outline

1 MAKE IN INDIA

2

3

4

MAKE IN INDIA

An initiative by Government of India

IEDP HUB, MADRAS INSTITUTE OF TECHNOLOGY, ANNA UNIVERSITY

Slide 1 of 10 "Office Theme" Recovered

68%



K. Shree Jayaram

00:02:01 / 02:38:55

Speed

Who can see your viewing activity? X

Make in India.pptx - Microsoft PowerPoint

Home Insert Design Animations Slide Show Review View

Cut Copy Paste Format Painter New Slide Delete Layout Reset Slides

Font Paragraph Drawing

Find Replace Select

Slides Outline

5

1. National Automobile Scrap-age Policy

- New, safer and fuel efficient vehicle over old, unsafe and polluting vehicle
- Increasing Automobile sales, provide employment, reduce import costs, generate incremental GST revenue
- Waste to Wealth

2. FAME India Scheme

- In Phase I, 2.8 lakh hybrid and electric vehicles were supported & The Ministry of Heavy Industries had sanctioned about 520 Charging Stations/ Infrastructure for INR 43 Crore
- Phase II is proposed to be implemented over a period of 3 years with a financial outlay of INR 10,000 cr. for faster adoption of electric mobility

IEDP HUB, MADRAS INSTITUTE OF TECHNOLOGY, ANNA UNIVERSITY

Click to add notes

Slide 5 of 10 | 'Office Theme' | Recovered

K. Shree Jayaram

Who can see your viewing activity? X

Make in India.pptx - Microsoft PowerPoint

Home Insert Design Animations Slide Show Review View

Cut Copy Paste Format Painter New Slide Delete Layout Reset Slides

Font Paragraph Drawing

Find Replace Select

Slides Outline

7

1. Atmanirbhar Bharat Abhiyaan

- Promoting business and local manufacturing in the country
- Backbone of Indian economy

2. Prime Minister Employment Generation Program (PMEGP)

- implemented by Khadi and Village Industries Commission (KVIC)
- Admissible cost for manufacturing sector is 25 Lakhs & business/service sector is 10 Lakhs
- Criteria to apply:
  - Above 18 years
  - VII standard pass
  - Only new projects considered
  - Self Help Groups (including those belonging to BPL provided that they have not availed benefits under any other Scheme), Institutions registered under Societies Registration Act, 1860, Production Co-operative Societies, and Charitable Trusts are also eligible

IEDP HUB, MADRAS INSTITUTE OF TECHNOLOGY, ANNA UNIVERSITY

Click to add notes

Slide 7 of 10 | 'Office Theme' | Recovered

K. Shree Jayaram

Who can see your viewing activity? X

SRM - Chennai - Microsoft PowerPoint

File Home Insert Design Transitions Animations Slide Show Review View

From Beginning Current Slide Start Side Show From Broadcast Custom Slide Show Slide Show Set Up Hide Slide Rehearse Record Slide Timings Show Show Media Controls Use Play Narrations Use Current Revolution Show On Use Presenter View Monitors

Slides Outline

1 EQUATION OF A STARTUP  
THEY ARE CREATING DISRUPTION

2 WHY FUNDING IS REQUIRED FOR STARTUPS

3 WORKING CAPITAL

4 FACTORS AFFECTING WORKING CAPITAL

5

Click to add notes

Slide 1 of 15 | 'Essential'

Ramachandran Rajar...

Who can see your viewing activity? X

SRM - Chennai - Microsoft PowerPoint

File Home Insert Design Transitions Animations Slide Show Review View

From Beginning Current Slide Start Side Show From Broadcast Custom Slide Show Slide Show Set Up Hide Slide Rehearse Record Slide Timings Show Show Media Controls Use Play Narrations Use Current Revolution Show On Use Presenter View Monitors

Slides Outline

1 EQUATION OF A STARTUP  
THEY ARE CREATING DISRUPTION

2 WHY FUNDING IS REQUIRED FOR STARTUPS

3 WORKING CAPITAL

4 FACTORS AFFECTING WORKING CAPITAL

5

Click to add notes

Slide 4 of 15 | 'Essential'

Ramachandran Rajar...



Who can see your viewing activity? X

Women Entrepreneurship (1).pptx - Microsoft PowerPoint

Home Insert Design Animations Slide Show Review View

Clipboard Font Paragraph Drawing Find Replace Select Editing

Slides Outline

1. WOMEN ENTREPRENEURS

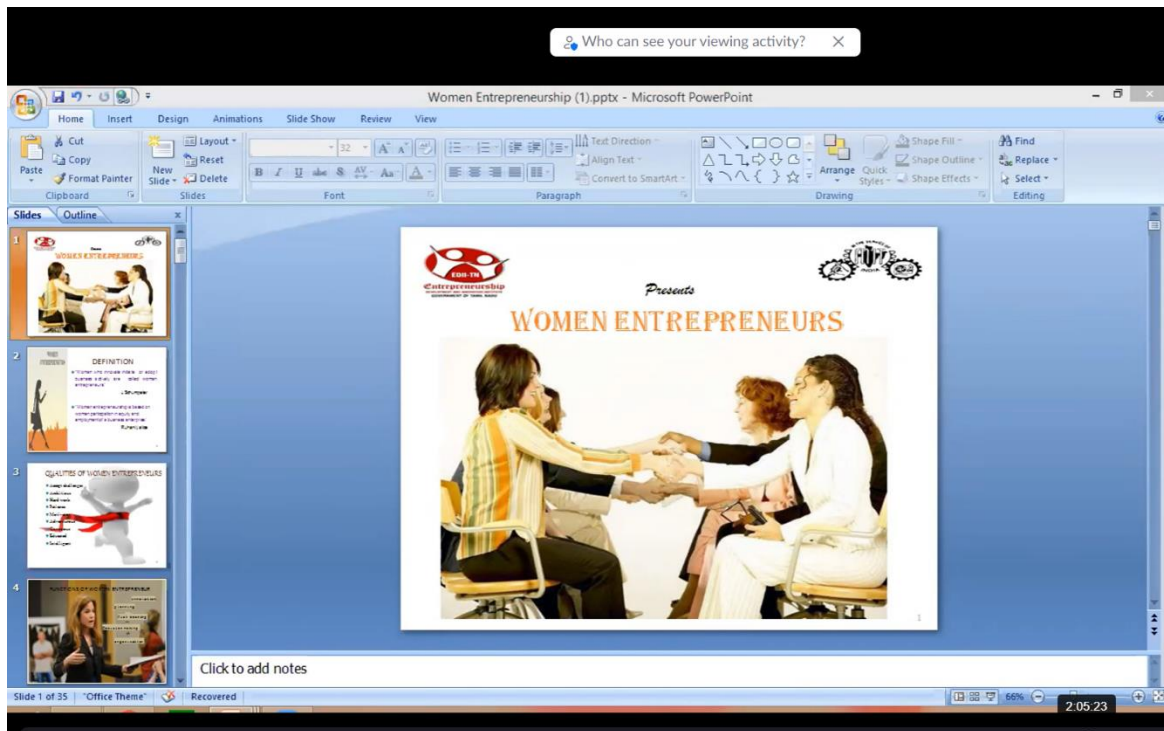
2. DEFINITION

3. QUALITIES OF WOMEN ENTREPRENEURS

4. FUNCTIONS OF WOMEN ENTREPRENEURS

Click to add notes

Slide 1 of 35 | Office Theme | Recovered | 66% | 2:05:23



Who can see your viewing activity? X

Women Entrepreneurship (1).pptx - Microsoft PowerPoint

Home Insert Design Animations Slide Show Review View

Clipboard Font Paragraph Drawing Find Replace Select Editing

Slides Outline

1. WOMEN ENTREPRENEURS

2. DEFINITION

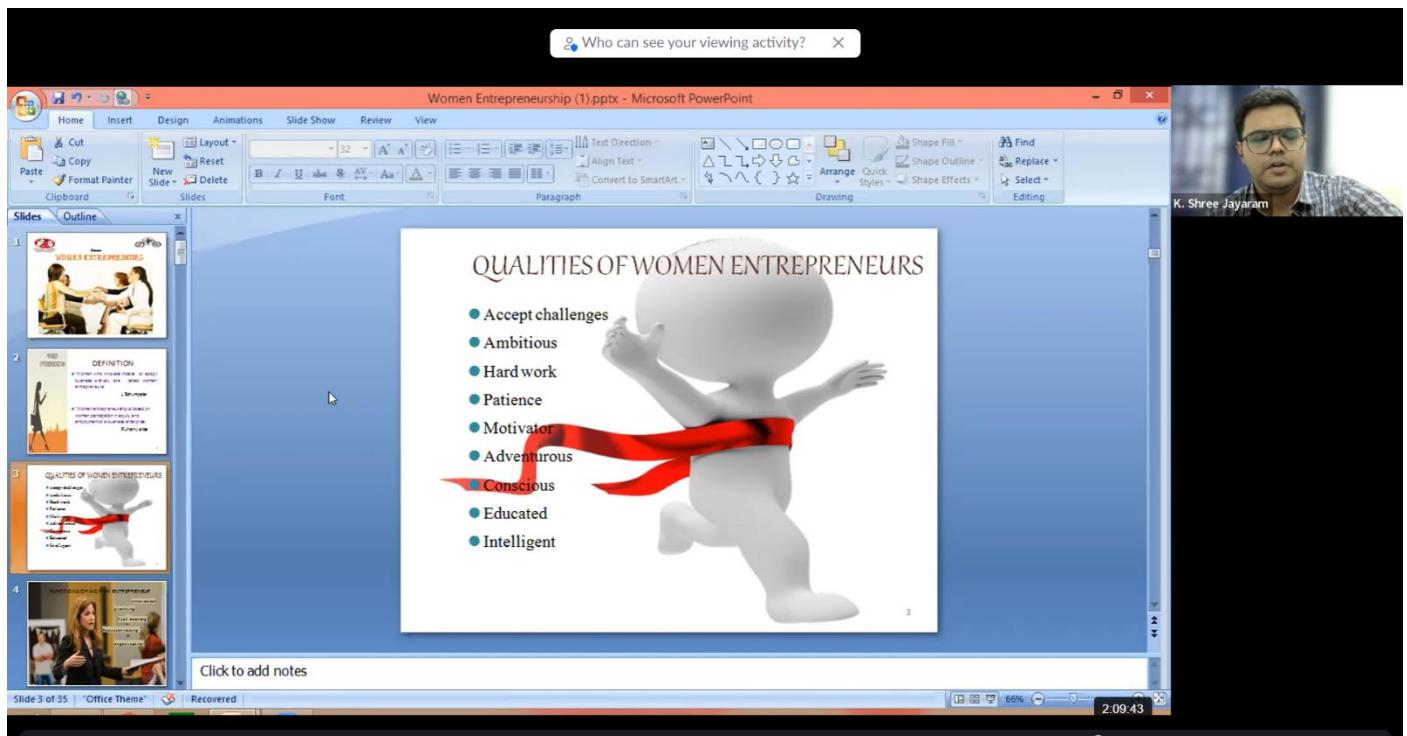
3. QUALITIES OF WOMEN ENTREPRENEURS

4. FUNCTIONS OF WOMEN ENTREPRENEURS

Click to add notes

Slide 3 of 35 | Office Theme | Recovered | 66% | 2:09:43

K. Shree Jayaram



Who can see your viewing activity? X

Women Entrepreneurship (1).pptx - Microsoft PowerPoint

Home Insert Design Animations Slide Show Review View

Clipboard New Slide Delete Slides

Font Paragraph Drawing

Find Replace Select Editing

Slides Outline

5 PROBLEMS OF WOMEN ENTREPRENEURS

General problems

Problem of raw material

Marketing problem

Problem of finance

Infrastructure problem

Stiff competition

Click to add notes

Slide 5 of 35 'Office Theme' Recovered

K. Shree Jayaram

Who can see your viewing activity? X

Women Entrepreneurship (1).pptx - Microsoft PowerPoint

Home Insert Design Animations Slide Show Review View

Clipboard New Slide Delete Slides

Font Paragraph Drawing

Find Replace Select Editing

Slides Outline

8 FACILITATING NEEDS

- Adequate financial facilities
- Experienced and skilled people at work
- Development training programs
- Cooperation of family

Click to add notes

Slide 10 of 35 'Office Theme' Recovered

K. Shree Jayaram

Who can see your viewing activity? X

Women Entrepreneurship (1).pptx - Microsoft PowerPoint

Home Insert Design Animations Slide Show Review View


Clipboard Paste Copy Cut Format Painter New Slide Reset Delete Slides Layout Font Paragraph Drawing Styles Find Replace Select Editing

Slides Outline

12 STEPS TAKEN BY Indian Government

- Mahila Vikas Nidhi
- District industries center
- Rashtriya Mahila Kosh
- Training Programs
- Udhogini scheme
- Cent Kalyani Scheme
- Dena Shakthi Scheme
- Stree Shakthi scheme

April 8, 2013- New Delhi



Click to add notes

Slide 12 of 35 'Office Theme' Recovered 66%

K. Shree Jayaram

Who can see your viewing activity? X

Women Entrepreneurship (1).pptx - Microsoft PowerPoint

Home Insert Design Animations Slide Show Review View

Clipboard Paste Copy Cut Format Painter New Slide Reset Delete Slides Layout Font Paragraph Drawing Styles Find Replace Select Editing

Slides Outline

17 IMPORTANT ASSOCIATION OF WOMEN ENTREPRENEURS

FLO

WAVE

ACWW Projects

ACWW

Click to add notes

Slide 17 of 35 'Office Theme' Recovered 66%

K. Shree Jayaram

2:28:02

Who can see your viewing activity? X

Women Entrepreneurship (1).pptx - Microsoft PowerPoint

Home Insert Design Animations Slide Show Review View

Clipboard Font Paragraph Drawing Editing

Slides Outline

32

33

34

35

ANY questions?

Click to add notes

Slide 33 of 35 Office Theme Recovered 66%

K. Shree Jayaram

### RECENT TREND

- Now a days women in india are increasingly participating in all spheres of activities.
- To promote appropriate technologies to improve women efficiency and productivity.
- To involve women in decision making process.
- To treat women as specific target groups in all development programs.

## Session Recordings

[https://us02web.zoom.us/rec/share/-X6p\\_ZLU8uMs5FBRQZNTZ0tqdMfcOIRXmHUcu3LMnsa-jyKxXLO9c9tucCt6eNnT.VDjcKu620c5R5PHo](https://us02web.zoom.us/rec/share/-X6p_ZLU8uMs5FBRQZNTZ0tqdMfcOIRXmHUcu3LMnsa-jyKxXLO9c9tucCt6eNnT.VDjcKu620c5R5PHo)