



# TECNIA INSTITUTE OF ADVANCED STUDIES

**NAAC ACCREDITED GRADE "A" INSTITUTE**

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To GGSIP University  
Recognized under Sec 2(f) of UGC ACT 1956

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**EDC :Tecnia Incubator**

-The Crucible of Eureka-

Organises

**UN International MSME Day**

27th June, 2020, Saturday 5:30 PM



**Dr. Sonjaga Singh Gaur,**  
Ph. D. (Tecnica) Professor of Marketing  
Department of Integrated Marketing  
Division of Programs in Business  
NYU School of Professional Studies  
New York University



**Sh. Narendra Modi**  
Hon'ble Prime Minister of India



**Dr. R.K. Gupta**  
Chairman  
Tecnica Group of Institutions  
New Delhi



**Mr. Pankaj Dubey**  
CEO-DSIPIN Consulting  
Intellectual ICON'20  
Top 50 Indian Icon'16  
BlackBook Top 100 Luxury Indian  
Former MD Polaris  
Tedx Speaker  
India

Technical Webinar  
**MSME :The Growth Engine of New India**



**Prof. Dr. Ajay Kumar**  
Director  
Tecnica Institutes of Advanced Studies  
New Delhi



**Ms. Pooja Gupta**  
Nutritionist and Wellness Specialist  
Founder of Aajus  
New Delhi



**Prof. Dr. Rashmi Gujral**  
Dean -Management,  
Head Department of  
International Business of  
Institution's Innovation Council  
Tecnica Institutes of Advanced Studies  
New Delhi



## **INSTITUTION'S INNOVATION CELL**

### **REPORT**

|                 |   |
|-----------------|---|
| <b>EVENT</b>    | <b>: Webinar</b>                              |
| <b>TOPIC</b>    | <b>: MSME: THE GROWTH ENGINE OF NEW INDIA</b> |
| <b>DATE</b>     | <b>: 27<sup>th</sup> June'2020</b>            |
| <b>TIME</b>     | <b>: 1:00 pm to 2:00 pm</b>                   |
| <b>Venue</b>    | <b>: Zoom online</b>                          |
| <b>Convener</b> | <b>: Dr. Rashmi Gujrati</b>                   |

#### **Objectives**

1. To enrich the participants with the entrepreneurial skills
2. To make the participants understand about the various types of entrepreneurial skills and managerial skills.
3. To enhance the knowledge and encourage the youngsters to startup their own venture.
4. To make the participants understand about the organizational skills adopted by the young blood to enhance revenue.
5. To make the participants aware about the online modes

#### **Report**

This Webinar was intended to train participants with the different methods of entrepreneurial framework to produce quality results from the new entrepreneurs. The key focal point of the webinar was to identify the tools and techniques used by entrepreneurs to uplift business.

The participants have learnt about the type of different modes of enterprises in detail. In webinar complete online guidance was given by resource person. Webinar has enabled them to analyse and interpret the digital marketing opportunities and many more techniques.

### **Resource Person**

The resource person of the webinar were:

- DR. SANJAYA SINGH GAUR
- MR. PANKAJ DUBEY
- MS. POOJA GUPTA

### **Speaker 1: DR. SONJAYA SINGH GAUR**

- Mr. Gaur gives the brief introduction about “the growth engine of new India”.
- He further added that as per the new definition, various units will now be classified as below
  - Micro enterprises - Investment of less than `1 crore and turnover less than `5 crore
  - Small enterprises - Investment of less than `10 crore and turnover less than `50 crore
  - Medium enterprises - Investment of less than `50 crore and turnover less than `250 crore
- He further stated that---
  - Micro, small and medium Enterprises (MSMEs) are the growth accelerators of the Indian economy, contributing about 30% of the country’s gross domestic product (GDP). In terms of exports, they are an integral part of the supply chain and contribute about 40% of the overall exports.
  - To ensure that MSMEs continue to lead the country towards economic growth, the Government of India has from time to time announced various schemes to support the development of this sector. Recently, in view of the economic hardship caused by covid 19, the government has announced few schemes under ‘Aatmanirbhar Bharat’ i.e. Self-reliant India initiative.



**Speaker 2: MR. PANKAJ DUBEY**

- Mr. Dubey informed us about the start ups.
  - A startup is an entrepreneurial venture in search of enough financial backing to get off the ground.
  - The first challenge for a startup is to prove the validity of the concept to potential lenders and investors.
  - Startups are always risky propositions but potential investors have several approaches to determining their values.
  
- He further added the entrepreneurial skills—
  - Curiosity: Great entrepreneurs are tasked to discover new problems, reveal potential niche opportunities, refactor their original business process, and innovate. This is contingent on being passionate about different fields of study and business cases outside of one's comfort zone.
  
  - Time management: careful priority planning, defining milestones, execution, and iteration are all important. None of that would lead toward progress without the right project management and time allocation methodology that gets the work done.
  
  - Strategic thinking: Learning to decompose a problem to its core and reveal opportunities for growth. Figuring out creative solutions and identifying the low-

hanging fruits. Defining the scope for an MVP and testing concepts within limited time and with a low budget.

- Efficiency: You need high performance when it comes to solving a problem. Applying the 80/20 rule and other techniques for yielding higher results in less time. Switching between different chores and progressing effectively day-to-day.
- Resilience : Handling rejections, stress, burnouts, lack of focus, slow progress. Determination and eagerness to fight the same dragon every morning are instrumental when it comes to building a business from scratch.
- Communication: Crisp and concise communication is paramount for each and every interaction with clients, partners, peers, clients, prospects.
- Networking: Growing a network facilitates business opportunities, partnership deals, finding subcontractors or future employees. It expands the horizons of PR and conveying the right message on all fronts.
- Finance: Finance management will make or break a business. Handling resources properly and carefully assessing investments compared to ROI is a solid requirement for entrepreneurs.
- Branding: Building a consistent personal and business brand tailored to the right audience. Igniting brand awareness in new entrepreneur.
- Sales: Being comfortable doing outreach and creating new business opportunities. Finding the right sales channels that convert better and investing heavily in developing them.

### **#Bilateral and Multilateral Trade Agreements**

- India is growing its allies for trade and commerce with the neighbourhood countries & globe.

### **#Enhanced Credit & Financial Support**

- INR 10000 crores fund has been announced for equity & soft loans.
- INR 200 crores credit scheme for start-ups by those from SC & ST.
- Alternative sources of financing & funds are now invited to help the indigenous business set-ups - FDI, NBFCs to play a major role.

**Speaker elaborated about MSME**

12:01

12:02

12:02

Close

Participants (54)

Close

Particip:

Close

Participants (53)

Search



IIC



Inderpreet Singh CI: 3



Jahnvi Nayyar, BBA-3



JASPREET SINGH AM



Keenika Arora CI BBA



Khushikohli\_3EC\_355



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Naman Garg\_5EA\_02



Piyush Mehta



Prof (Dr) Raj Kumar S



Rahul Tripathi



RISHIK BBA3EA 020



Ritwik Raj



Shambhu 3MC BBA



BBA 5MA- Isha Chaubey, 023



BBA Shubhashish 071



Bba(c)kushagra dhingra morning 15...



CHIRAG SHARMA



Dr. Ajay Pratap Singh



Dr. Ashutosh Bajpai



Dr. Ashutosh Bajpai



Dr. Kirti Miglani



Dr. Sachin Sabharwal



Dr. Vishal khatri, HOD- BCA/MCA



Dr.muthukumar



DR.ROHTASH KUMAR,ASSO. PROF...



Dr.Varun Kumar



Gurleen Kaur

Invite

Invite

Invite

STUDENTS ATTENDING THE WEBINAR



### **Speaker 3: MS. POOJA GUPTA**

- Ms. Gupta addressed us about the MSME.
  - The micro small and medium enterprises have been accepted as the engine of the Indian economy and for promoting equitable development. MSME is also known as the power engine of the economy.
- She further informed us about the Opportunities of MSME:

The opportunities in the MSME are enormous due to following reasons:

- Less capital intensive.
- Extensive promotions and support by government.
- Reservation for exclusive manufacture by small scale sector.
- Project profiles.
- Funding- finance and subsidies.
- Machinery procurement.
- Technical and managerial skills.
- Project profiles.
- Export promotions.
- Tooling and testing support.
- Increasing export potential for Indian products.

### **Learning outcome**

1. Participants have learnt about entrepreneurial skills.
2. Participants have learnt about the different modes of online business.
3. Participants have analysed about the managerial skills.



4. Participants have also learnt more about the investing process.

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### List of Beneficiaries

| S. No | Name                 | Enrollment Number | Course |
|-------|----------------------|-------------------|--------|
| 1     | SAKSHAM<br>AGGARWAL  | 3621301719        | BBA    |
| 2     | MANSI SINGH          | 4021301719        | BBA    |
| 3     | AADITI TOKISH        | 4121301719        | BBA    |
| 4     | KARTIK DUREJA        | 4221301719        | BBA    |
| 5     | PRATIK MAMGAIN       | 4321301719        | BBA    |
| 6     | PIYUSH THAKUR        | 4621301719        | BBA    |
| 7     | HARSHIT TULI         | 4721301719        | BBA    |
| 8     | AAKARSHAN<br>DHINGRA | 4821301719        | BBA    |
| 9     | YASH KAPOOR          | 4921301719        | BBA    |
| 10    | Kavitha Kumar        | 02717001718       | BBA    |
| 11    | Keshav Kharbanda     | 02817001718       | BBA    |
| 12    | Kirit Sethi          | 02917001718       | BBA    |
| 13    | Lakshay Sukhija      | 03117001718       | BBA    |
| 14    | Mansi Arora          | 03217001718       | BBA    |
| 15    | Mehul Biswas         | 03617001718       | BBA    |
| 16    | Mohit Kumar          | 03717001718       | BBA    |
| 17    | Muskan Gupta         | 03917001718       | BBA    |
| 18    | Rajat                | 04917001718       | BBA    |
| 19    | Raghav Bansal        | 04817001718       | BBA    |
| 20    | Rashi Jain           | 05017001718       | BBA    |
| 21    | Sachin Saklani       | 05317001718       | BBA    |
| 22    | Sakar Malhotra       | 05417001718       | BBA    |
| 23    | SRISHTI GUPTA        | 3521301719        | BBA    |
| 24    | SAKSHAM<br>AGGARWAL  | 3621301719        | BBA    |
| 25    | MANSI SINGH          | 4021301719        | BBA    |
| 26    | AADITI TOKISH        | 4121301719        | BBA    |
| 27    | KARTIK DUREJA        | 4221301719        | BBA    |
| 28    | PRATIK MAMGAIN       | 4321301719        | BBA    |
| 29    | PIYUSH THAKUR        | 4621301719        | BBA    |

|    |                    |             |     |
|----|--------------------|-------------|-----|
| 30 | HARSHIT TULI       | 4721301719  | BBA |
| 31 | AARUSHI SAXENA     | 12117001719 | BBA |
| 32 | Muskan Aggarwal    | 12217001719 | BBA |
| 33 | DIVTEG singh sikka | 12317001719 | BBA |
| 34 | JAHNVI NAYYAR      | 12717001719 | BBA |
| 35 | KRITI NAGI         | 13117001719 | BBA |
| 36 | Yash Raj           | 13217001719 | BBA |
| 37 | PRATHAM SOMANI     | 13317001719 | BBA |
| 38 | SHAMBHU            | 13517001719 | BBA |
| 39 | Umang Gupta GUPTA  | 13617001719 | BBA |
| 40 | Chhavi Gupta       | 13817001719 | BBA |
| 41 | BHAVYA JAIN        | 41721301718 | BBA |
| 42 | SIMRAN SIDDHIKA    | 41821301718 | BBA |
| 43 | SUYASH BANSAL      | 44021301718 | BBA |
| 44 | RISHIKA GULATI     | 44121301718 | BBA |
| 45 | SOMYA VERMA        | 44221301718 | BBA |
| 46 | PRATEEK ARORA      | 44721301718 | BBA |
| 47 | Ayushi Goel-       | 12421301719 | BBA |
| 48 | Rachita Budhiraja- | 13021301719 | BBA |
| 49 | Khushi Kohli-      | 35521301719 | BBA |
| 50 | Yashika Drall-     | 36021301719 | BBA |
| 51 | Kanish Sidhar      | 35717001719 | BBA |
| 52 | Aman Goyal         | 35217001719 | BBA |
| 53 | DEEPANSHU MITTAL   | 36617001719 | BBA |