



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 Enterprise-

Organizes

UN International MSME Day

27th June, 2020, Saturday 5:30 PM



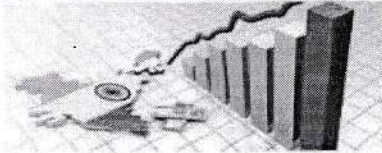
Dr. Sangrita Singh Kumar,
Ph. D. Clinical Professor of Marketing
Department of Integrated Marketing
Director of Programs in Business
NYU School of Professional Studies
New York University



Sh. Narendra Modi
Hon'ble Prime Minister of India

Technical Webinar

MSME :The Growth Engine of New India



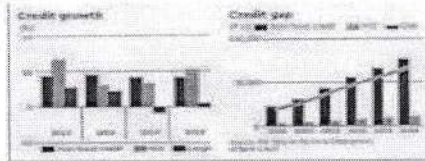
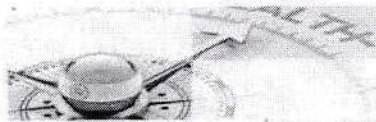
Dr. R.K. Gupta
Chairman
Tecnia Group of Institutions
New Delhi



Mr. Pankaj Dubey
CEO-DSIR Consulting
Intellectual ICIN29
Top 50 Indian Icon'16
Blackboard Top 100 Luxury Indian
Former MD, Polaris
Tech, Speaker
India



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



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



Prof. Dr. Rashmi Gajral
Dean - Management,
Head Department of
International Business of
Tecnia Institutes of Advanced Studies
New Delhi



INTERNAL QUALITY ASSESSMENT CELL (IQAC)
TECNIA INSTITUTE OF ADVANCED STUDIES
NEW DELHI - 110085

INSTITUTION'S INNOVATION CELL

REPORT

Event : Webinar
Topic : MSME: The Growth Engine Of New India
Date : 27th June, 2020
Time : 1:00 pm to 2:00 pm
Venue : Zoom online
Convener : Dr. Rashmi Gujrati

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.



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Resource Person

The resource person of the webinar was:

- Dr. Sonjaya 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.


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Speaker 2: Mr. Pankaj Dubey

- Mr. Dubey informed us about the startups.
 - 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.

Opportunities: MSME India

8

#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 heterogeneous business set-ups - FDI, NBFCs to play a major role.

Speaker elaborated about MSME

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12:01 12:02 12:02

Close	Participants (54)	Close	Participa	Close	Participants (53)
	Search		IIC		BBA 5MA- Isha Chaubey, 023
TA	Tanya Aggarwal (me)		Inderpreet Singh CI: 3	BS	BBA Shubhashish 071
C	Col (Dr.) MP Sen (Host)	JN	Jahnvi Nayyar, BBA-3	BD	Bba(c)kushagra dhingra morning 15...
	Dr.Rashmi Gujrati Dean	JS	JASPREET SINGH AN	CS	CHIRAG SHARMA
OP	034 Priti Chaudhary BBA		Keenika Arora CI BBA	D	Dr. Ajay Pratap Singh
AS	AARUSHI SAXENA-121-BBA-3MC	K	Khushikohli_3EC_355	DA	Dr. Ashutosh Bajpai
AN	ANUJ NANDA	MA	Manish arora 5 eve l	DA	Dr. Ashutosh Bajpai
AJ	Arihant Jain		Naman Garg_5EA_02	DK	Dr. Kirti Miglani
	Ashwin_5EA_00421301718		Piyush Mehta	S	Dr. Sachin Sabharwal
AG	Ayushi Goel	PM	Prof (Dr) Raj Kumar S		Dr. Vishal khatri, HOD- BCA/MCA
B3	BBA 3MB Mahesh Joshi 073170017..	P	Rahul Tripathi	D	Dr.muthukumar
	BBA 3MB Mayank Selvan 41917001...	RT	RISHIK BBA3EA 020	DK	DR.ROHTASH KUMAR,ASSO. PROF...
B3	BBA 3MC Mahak Malhotra (143)	RB	Ritwik Raj	DK	Dr.Varun Kumar
	BBA 5EB vishal Badhwar_467		Shambhu 3MC BBA	G	Gurleen Kaur
	Invite		Invite		Invite

Students Attending the Webinar

Amber
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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.

List of Beneficiaries

S. NO.	NAME	ENROLLMENT NUMBER	COURSE
1	SAKSHAM AGGARWAL	03621301719	BBA
2	MANSI SINGH	04021301719	BBA
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4	KARTIK DUREJA	04221301719	BBA
5	PRATIK MAMGAIN	04321301719	BBA
6	PIYUSH THAKUR	04621301719	BBA
7	HARSHIT TULI	04721301719	BBA
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9	YASH KAPOOR	04921301719	BBA
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16	MOHIT KUMAR	03717001718	BBA
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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	03521301719	BBA
24	SAKSHAM AGGARWAL	03621301719	BBA
25	MANSI SINGH	04021301719	BBA
26	AADITI TOKISH	04121301719	BBA
27	KARTIK DUREJA	04221301719	BBA
28	PRATIK MAMGAIN	04321301719	BBA
29	PIYUSH THAKUR	04621301719	BBA
30	HARSHIT TULI	04721301719	BBA
31	AARUSHI SAXENA	12117001719	BBA
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33	DIVTEG SINGH SIKKA	12317001719	BBA
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35	KRITI NAGI	13117001719	BBA
36	YASH RAJ	13217001719	BBA
37	PRATHAM SOMANI	13317001719	BBA

38	SHAMBHU	13517001719	BBA
39	UMANG GUPTA	13617001719	BBA
40	CHHAVI GUPTA	13817001719	BBA
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44	RISHIKA GULATI	44121301718	BBA
45	SOMYA VERMA	44221301718	BBA
46	PRATEEK ARORA	44721301718	BBA
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48	RACHITA BUDHIRAJA	13021301719	BBA
49	KHUSHI KOHLI	35521301719	BBA
50	YASHIKA DRALL	36021301719	BBA
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