



**ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY**  
(NAAC Accredited; Affiliated to GGSIP University, Delhi)

## ***ENTREPRENEURSHIP DEVELOPMENT PROGRAM***

IQAC and E-Cell of Army Institute of Management & Technology organized “Entrepreneurship Development Programme” under the aegis of NSIC, Faridabad from 12<sup>th</sup> - 19<sup>th</sup> April, 2021.

The introductory session was taken by Mr. Ram Yadav (Center Head and General Manager NSIC, Faridabad) and Mr. Shakeel Ahmed (Faculty, NSIC). Mr. Yadav emphasized that government schemes are there for giving schemes to initiate your start-up business ideas. But before knowing about that criteria, one should know what they want to start with. Determination is a big factor but acquiring skills, searching out its tools, understanding details regarding credit support, marketing strategies and quality is required to sustain oneself in the market.

Mr. Ahmed stated that the NSIC’s objective is to remove unemployment by encouraging everyone by letting them imply their business ideas and have their enterprise. Various opportunities under the Atmanirbhar Bharat and Atal Innovation Mission are available. Innovation is important in this dynamic market so one should always give importance to research and development.

### **Why Entrepreneurship?**

Entrepreneurs are people that notice opportunities and take the initiative to mobilize resources to make new goods and services. It plays a key role in any economy, using skills and initiative necessary to anticipate needs and bring good new ideas to market. Start-up India scheme’s objective is to find the best solution to the problem. Entrepreneurship helps in identifying the problem converting it into an opportunity by mobilizing resources to it.

### **Day1**

Mr. Shakeel shared the basics of entrepreneurship and what all an aspiring entrepreneur should know before getting into the process of starting a business. He suggested that after an MBA one can pursue Entrepreneurship as a career. He discussed the characteristics and importance of entrepreneurship as well as how a person can be a successful entrepreneur by avoiding the loopholes involved in the process. He discussed with students regarding the plans they have and they can go about the same. He also enlightened the students about the MSME and explained its classifications and also briefed us on how to market a product in entrepreneurship, covering each aspect, starting from innovation and production to the sales and marketing of the product. He emphasized the 7 Ps of the marketing mix are important and the product should be

marketed according to that with the requirement of the customer base you are going to target. He also told us the importance of SWOT analysis in business and its environment.

#### Day 2

Mr. Shakeel Ahmad explained about sole proprietorship business and what are its advantages. He also explained the steps involved in the registration of a sole proprietorship business under MSME registration (2006) and gave guidance on how to file returns for your business as well as, as an individual with the same pan card. He also explained how to go about GST registration for the business. He also made us familiar with the labor laws which is an essential element of the entrepreneurship skillset.

#### Day 3

Mrs. Pinky Maheshwari shared with us her entrepreneurship journey and how the idea of HER START-UP emerged. She emphasized that entrepreneurship should not be started with the sole motive of earning money but should also be of some benefit to the society and environment. She explained how one can position and market the product by creating an emotional connection with the customer base. She explained the importance of managerial skills required for entrepreneurship and how your leadership affects the whole team. At the end of the session, she interacted with the students and helped convert their raw ideas and sorted their execution plans.

#### Day 4

Mr. Ravi Gupta started the session with a discussion on the difference between business and entrepreneurship. He asked 'What is the attitude of a businessman and an entrepreneur?' and then went on to explain the important elements one should know while starting off an enterprise. These were matchmaking and decision making.

He then explained how to go about the ideas one has, how to do the research work and have patience, and concluding with the positives and negatives of the same idea. He also emphasized that the industry one wants to enter should be an area where they have theoretical knowledge, practical knowledge, and resource mobilization. He said that one should always keep on working on their ideas and never take a step back. Later, he helped students with their doubts. He gave students the knowledge of various loan schemes govt is offering to the entrepreneurs to start their enterprise.

#### Day 5

Mr. Ahmed explained briefly how NSIC collects material like steel, copper, nickel and provides it as assistance to the entrepreneur who wants to use them for their ideas. NSIC provides credit assistance to entrepreneurs, as well. He enlightened students with information like how single point registration under NSIC, will help the MSMEs to avail the benefits under Public Procurement Policy.

He explained how the MSEs get preference in the government tenders than the others which are NON-MSEs. Infrastructure like office space etc is also provided by the NSIC. He mentioned that ALL THE INFOMEDIARY SERVICES ARE PROVIDED ON THE WEBSITE msmemart.com. He also explained about the campaign started by the Government

of India, Startup India, and explained the key points of startup India and what certificates are to be attached with the application for availing loan schemes and incentives.

The second session for the day was taken by Ms Uzma Mumtaz. Ms. Mumtaz emphasized the importance of GST for a business and gave us an overview of that. She also suggested the alternative of GST registration i.e, Udhyam Registration. She explained how the GST is better than the previous indirect taxes. She also explained the whole registration process GST. She also briefed us about the various details and components of GST.

Day 6

In this session, Mr Shakeel talked about how to make a project report in which he briefly explained about capacity planning which is made on the basis of 5 years. He also explained fixed asset planning and depreciation. He also shared this link for information the same ministry of corporate affairs ([mca.gov.in](http://mca.gov.in)). He explained the types of depreciation i.e. Another concept that was explained during this session was that of loan requirements for the project. For this he shared a link where we can directly calculate loan EMI, total interest payable and total payment i.e., [emicalculator.net](http://emicalculator.net). Further, he taught us how to calculate MRP (i.e., Per unit cost+ GST (available on Google for every product) + profit margin+ shopkeepers margin) where  $\text{per unit cost} = \frac{\text{total production cost}}{\text{total no of units produced}}$ . Students also learned about P&L and balance sheet for which he shared a link i.e., [kviconline.gov.in](http://kviconline.gov.in) wherein we can prepare DPR.

The programme concluded with the vote of thanks proposed by Dr. Pallavi Bhardwaj. EDP was full of learning and all the sessions were very interactive.

Moderator of the programme: Ms. Manisha Nayal and Mr. Aayush Sharma (MBA 17 Batch)

Banner designed by: Mr. Rajnish Kumar (BBA 01 Batch)

Few glimpses of the Entrepreneurship Development Programme are as follows

Meeting in "General"

4425

1 of 1

Take control

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ARMY INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
GREATER NOIDA




**ENTREPRENEURSHIP DEVELOPMENT PROGRAMME**  
12th - 17th April 2021

Under the aegis of  
**National Small Industries Corporation ( NSIC )**  
An IQAC and E-Cell Initiative

Guest Lecture

+92

ROHIT CHOUDHARY L.

Dr. Mohd Yaseen Khan

Guest Lecture

MANISHA NAVAL

Ram Kumar Yadav (Guest)

14:44  
12-04-2021

**Entrepreneurship Development Program by NSIC**

4 views - 0 likes - 0 comments

5. Supports research and development-

New products and services need to be researched and tested before launching in the market. Therefore, an entrepreneur also dispenses finance for research and development with research institutions and universities. This promotes research, general construction, and development in the economy.

Entrepreneurship Development Programme by NSIC

02:30:35

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Uzma Mumtaz (Guest)



MANISHA NAVAL (MBA-2020)



AMIT KUMAR BATHAV (MBA-2020)



AIMT Director



ASHWINI P (MBA-2020)



DEEPANSHU SWACHH (MBA-2020)



RAGHUNANDAN SINGH JAIMWAL (MBA-2020)

+49

PN

PK

GL

16:53  
17-04-2021



Entrepreneurship Development Programme by NSIC

47:25

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# Overview

## UZMA MUMTAZ

Uzma Mumtaz (Guest)

Participant list:

- ROCHIKA ACHARYA L.
- SAHIL PAVLA (MBA-20...)
- MANISHA NAVAL (MB...)
- RAMASHANKAR KUM...
- Uzma Mumtaz (Guest)
- Guest Lecture

Entrepreneurship Development Programme by NSIC

01:11:23

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New NSIC CORPORATE EBM.mpd - VLC media player

Meeting now 2554

Shakeel Ahmad (Guest)

Participant list:

- RAMASHANKAR KUM...
- LALIT MOHAN PANTL...
- SHAIKESH PARHAR L...
- SIDDHANT PANT (MB...
- PRIVA PANT (MBA 20...
- Shakeel Ahmad (Gue...

Entrepreneurship Development Programme by NSIC

01:10:46

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Participants

Type a name

Share invite

Presenters (5)

- AAYUSH SHARMA (MBA-2020)
- "Shakeel Ahmad (Guest)"
- Guest Lecture (Organizer)
- MANISHA NAVAL (MBA-2020)
- Prof. Dharini Rajee Sisodia (On hold)

Attendees (92)

- ADARSH KUMAR MISHRA (M...)
- ADITYA PRATAP SINGH (MBA...)
- ADITYA SISODIA (MBA-2020)
- AMAN KUMAR (MBA-2020)

Meeting now 24:36

Shakeel Ahmad (Guest)

12:28 PM 4/17/2021

SHAALESH PARBHAR L... SIDDHANT PANT (MB... PRIYA PANT (MBA-20... "Shakeel Ahmad (Gue...

Entrepreneurship Development Programme by NSIC

35:19

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## National Small Industries Corporation

NSIC CIN No.U74140DL1955GOI002481

- National Small Industries Corporation (NSIC), is an ISO 9001-2015 certified Government of India Enterprise under Ministry of Micro, Small and Medium Enterprises (MSME). NSIC has been working to promote, aid and foster the growth of micro, small and medium enterprises in the country.
- NSIC operates through countrywide network of offices and Technical Centers in the Country. In addition, NSIC has set up Training cum Incubation Centre managed by professional manpower.
- Mission:** "To promote and support Micro, Small & Medium Enterprises (MSMEs) Sector" by providing integrated support services encompassing Marketing, Technology, Finance and other services.
- Vision:** "To be a premier Organization fostering the growth of Micro, Small and Medium Enterprises (MSMEs) Sector"

Meeting now 15:50

Shakeel Ahmad (Guest)

+86

RAMASHANKAR KUM... Guest Lecture RAGHUR NANDAN SIN... MANISHA NAVAL (MS... Prof. Dharini Rajee Siso... Shakeel Ahmad (Guest)

11:52 17-04-2021

