



ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY GREATER NOIDA

“Role and Importance of NSIC and MSME in Entrepreneurship”

The Problem of unemployment is becoming a colossal in all of the developing nations. There is enormous increase in the population. Every year India adds to her population afresh. More than this every year about 5 million people become eligible for securing jobs. The remedial measures for reducing unemployment are to lay greater emphasis on creation of opportunities for self-employment, augmentation of productivity and income levels of the working poor, shift in emphasis from creation of relief type of employment to the building up of durable productive assets in the country.

In order to inculcate a desire to become entrepreneur among the students, AMIT had organized a guest session on the topic "Role and Importance of NSIC and MSME in Entrepreneurship" on 27th November 2020 through the platform of Microsoft Teams. The students of MBA 16, BBA 01 and faculty members were present for the session. The speaker for the session was Mr. O.P Singh, Centre Head NSIC, Okhla, New Delhi.

The speaker motivated students for setting up of their own enterprise after completion of their studies instead of searching for jobs only. This program made students familiar about role and importance of MSMEs in Indian Economy, process of setting up of Enterprise, preparing Project Reports, Identifying marketing possibilities as well as with the issues regarding various statutory requirements etc. The session was followed by Q&A session. The session was concluded by Prof. Rahul Verma proposing the vote of thanks.

