



Workshop on Entrepreneurship Development

Army Institute of Management & Technology, Greater Noida organized two days' workshop – 'INDUSTRIAL MOTIVATIONAL CAMPAIGN FOR ENTREPRENEURSHIP DEVELOPMENT' for Senior Batch students (MBA 15) on 17 & 18 Feb 2020 under the guidance of Mr. Sunil Taneja Programme Officer & Administrative Officer (I/C) The National Institute for Entrepreneurship and Small Business Development, NIESBUD. Industrial Motivational Campaign (IMC) is an activity to identify and motivate traditional / non-traditional entrepreneurs, having potential for setting up MSEs and with an objective of leading them towards entrepreneurship / self-employment. The National Institute for Entrepreneurship and Small Business Development is a premier organization of the Ministry of Skill Development and Entrepreneurship, engaged in training, consultancy, research, etc. in order to promote entrepreneurship and Skill Development. The major activities of the Institute include Training of Trainers, Management Development Programmes, Entrepreneurship-cum-Skill Development Programmes, Entrepreneurship Development Programmes and Cluster Intervention. The Idea behind having such a work-shop was to guide the students regarding entrepreneurship, Govt. Policies, formalities, rules / regulations and institutional support system to assist entrepreneurs, Finance – cum – subsidy schemes for new entrepreneurs, Identification of business opportunities for entrepreneurs, etc.