

## **Report of Three days Entrepreneurship Awareness Camp Oct 11-13, 2017**

Amity University Madhya Pradesh in association with Entrepreneurship Development Institute of India, Gandhi-Nagar Gujarat organized a three day “ENTREPRENEURSHIP AWARENESS CAMP” from 11 to 13 October 2017 in the seminar hall of the University to create a forum for discussion over this emerging topic. Several distinguished guests from various backgrounds made their presence felt and participated in the program to share their ideas and views on the above mentioned topic and guide the future entrepreneurs.

### **Objectives of the Camp**

The Entrepreneurship awareness camp was organized with the following objectives:

- To develop necessary knowledge and skills among the students regarding entrepreneurship.
- To develop and strengthen entrepreneurial quality and motivation.
- To make aware the students about small and medium enterprises sector which is necessary for employment generation and wider dispersal of Industrial ownership.
- To provide knowledge and information about various incentives and subsidies provided by the Government to an aspiring Entrepreneur.


### **Details of the Camp**

The Programme was inaugurated by Hon’ble Vice Chancellor Lt. Gen. V.K Sharma, AVSM (Retd.). Prof. (Dr.) Anil Vashisht, Director-Amity Business School facilitated the event by welcoming Hon’ble Vice Chancellor. This was followed by Saraswati Vandna and lighting of lamp by the dignitaries.

The introductory session was taken by Hon’ble Vice Chancellor Lt. Gen VK Sharma, AVSM (Retd). He elaborated on the topic- Historical Background –Indian Values vis-à-vis Entrepreneurship and the Present Scenario. Pro Vice Chancellor Prof (Dr) M P Kaushik continued the session by elaborating on the topic Mechanism of Product Selection and Technology Assistance from R&D labs and others on choice of the technology.

The last session of the day one was taken up by Prof. (Dr.) Anil Vashisht, Director-Amity Business School on the topic- Identification of Opportunities for Entrepreneur. On day two, dignitaries from Government and Financial Institutions were invited to enlighten the students and enrich their knowledge on four different aspects of Small Scale Industries. First session was taken by Mr.MK Agrawal (Chief Manager {Retd} Union Bank of India). He elaborated on the topic- Support and Financial Assistance from Government Agencies and other Financial Institutions.

The second session was taken by Mr. B.R. Chadokar (Asst. Director- MSME Development Institute, Government of India Gwalior). He enlightened the aspiring entrepreneurs on Technological and Commercial aspects of SSI unit (Small Scale Industries). The third session was taken by Mr. Arvind Maheshwari (Manager- District Industry and Trade Centre, Gwalior) on financial aspects of SSI units including salient features of a project report. The fourth and the final session of the day was concluded by Mr. Manoj Saxena (Regional

  
Registrar  
Amity University Madhya Pradesh  
Gwalior

Coordinator –Centre for Entrepreneurship Development, Gwalior), who focused upon certain important aspects of starting a SSI unit.

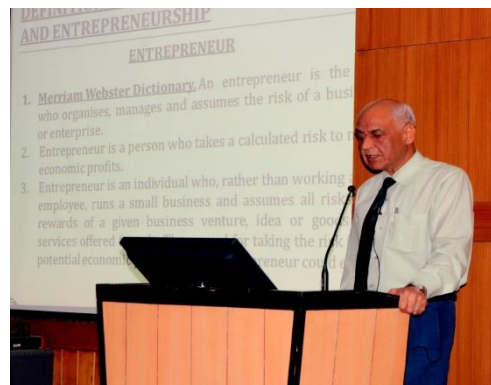
On the third day of the workshop the first session was taken on the topic- Creativity and Business - the man behind the venture -the behavioral scientist's approach, by Prof. (Dr.) Eriene Leela Raut Director- AIBAS. The last session of the day was taken by Dr. Iti Roy Choudhary, Director-Amity School of Languages on the topic- Communication skills for better results. The successful conduction of the programme was concluded with industry visit by the students to Modern Foods Pvt Ltd, Banmore Industrial Area, Gwalior.

The valedictory session was preceded by distribution of certificates, duly signed by the Hon'ble Vice Chancellor Amity University Madhya Pradesh and Director Amity Business School, among the participants by the Hon'ble Vice Chancellor. The feedback taken from all the participants was very encouraging. All the participants attended the programme very actively and took interest in all the sessions. They found all the sessions very useful and were very excited and enthusiastic during the entire workshop. All the participants showed their intent to participate in similar camps, if organized by Amity University Madhya Pradesh in future.

### Glimpses of the event



Lightning of lamp by Hon'ble Vice Chancellor, AUMP-Lt. Gen. V. K. Sharma, AVSM (Retd.)




Session being taken by Hon'ble Vice Chancellor, AUMP- Lt. Gen. V. K. Sharma, AVSM (Retd.)



Session being taken by Mr. Arvind Maheshwari Manager-Distt.Trade and Industries Centre, Gwalior



Session being taken by Mr. Manoj Saxena Regional Coordinator-CEDMAP, Gwalior

  
Registrar  
Amity University Madhya Pradesh  
Gwalior