

## Encouraging entrepreneurship in eco-friendly activities

In continuation of the previously organized program, MSME DI Jaipur, World Trade Center Jaipur and Amity University, Jaipur organized a two-day Industrial Motivational Campaign to enlighten the participants on the various attributes of becoming a successful entrepreneur. The event also emphasized the need for becoming a more responsible citizen by reducing consumption of single use plastics and shifting to alternate materials. The program was attended by more than 160 delegates.

Prof. (Dr.) Rakesh Bhatnagar, Vice Chancellor, Amity University, Jaipur, while sharing his mantra for success, remarked, "There are no shortcuts to succeed; one must be passionate, proactive, agile, confident and persuasive. One must always believe in their own strengths and capabilities. Most importantly, one must learn to differentiate and create a niche for their product or service."

Prof. (Dr.) Amit Jain, Pro-Vice Chancellor, Amity University, Jaipur urged all young entrepreneurs to run their businesses with a sense of responsibility and accountability. He explained, "In today's competitive times, ethical entrepreneurship is essentially a business discipline and a phenomenon that drives fiscal growth internationally. One should not hesitate to experiment and learn from failures. The most important is to be creative, and then can an idea work."

Distinguished Guest speaker for the program, Dr. Sudipti Arora, Assistant Director & Research Scientist, Dr. B. Lal Institute of Biotechnology, Jaipur, in her speech, highlighted, "Microbial biotechnology has great capabilities to address the plastic waste disaster. The most effective way to improve efficacy and reduce ecological influence of plastics is self-deterrence to casual wastage and frequent discard of plastics. Effective waste management strategies could be i) reusing, ii) recycling and iii) disposing only when not fit for any use." Ms. Arora further added, "Careful research studies in biotechnology are proving to provide promising results towards development of biodegradable polymers which can be commercially and cost-effectively brought to use."

Earlier, Mr. V.K. Sharma, IEDS, Director-MSME DI Jaipur, Ministry of MSME, GoI and Mr. K C Meena, IEDS, Assistant Director, MSME DI Jaipur, Ministry of MSME, GoI made a presentation on the ASPIRE scheme of the ministry. Elaborating on the same, Mr. Sharma explained, "ASPIRE- A Scheme for promoting Innovation, Rural Industry & Entrepreneurship aims to implement the incubation and commercialization of business Ideas through technical or research institutes, including those in the field of Agro based industry. The scheme also provides funds for the incubator/incubation and creates necessary synergy between this scheme and the livelihood business incubators/technology business incubators and incubation schemes of MSME / NSIC / KVIC / Coir Board / Other Ministries/Departments as well as Private incubators."

Mr. Trilok Chand, Assistant Director, DIC, Jaipur, Government of Rajasthan shared that the Department of Industries, Government of Rajasthan, through creation of MSME Investment Facilitation Centers, intends to provide assistance on applicability of schemes relating to investments in Rajasthan, provide assistance on International collaboration and help in district-wise potential sector analysis.

Mr. P.M. Bunker, L.D.M., UCO Bank, Jaipur shared various schemes of the bank, especially *UCO Udhog Bandhu Scheme*, *UCO Mahila Uthan Scheme* and Advance to Medium Enterprises scheme.

Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur proposed vote of thanks for the event.

The webinar was held on July 28 & 29, 2021

**Keynote Address**



**Mr. V. K. Sharma, IEDS**  
Director, MSME-DI Jaipur  
Ministry of MSME, GOI

**Chief Guest**



**Prof. (Dr) Rakesh Bhatnagar**  
Vice Chancellor, Amity University  
Jaipur, Rajasthan

**Guest of Honour**



**Prof. (Dr) Amit Jain**  
Pro-Vice Chancellor, Amity University  
Jaipur, Rajasthan

**Theme address by**



**Mr. K. C. Meena, IEDS**  
Assistant Director, MSME DI Jaipur  
Ministry of MSME, GOI

**Distinguished Guest Speakers**



**Dr. Sudipti Arora**  
Assistant Director & Research Scientist  
Dr. B. Lal Institute of Biotechnology  
Jaipur



**Mr. Trilok Chand**  
Assistant Director, DIC  
Jaipur, GoR



**Mr. P M Bunker**  
L.D.M., UCO Bank  
Jaipur