

Experts highlight policy measures to promote entrepreneurship

World Trade Center Jaipur, Win association with the Ministry of MSME Government of India, organized a two day industrial motivational campaign to bring together expert speakers from the banking sector, Department of Industries, exports and faculties from national technological institutes. The objective of the campaign was to motivate youth to take up entrepreneurship as a career option and dwell upon various opportunities that have been thrown open by COVID-19 situation. Mr. V. K. Sharma, Director, IEDS, MSME-DI Jaipur, Ministry of MSME, Government of India, in his keynote address, while elaborating on the procurement platform of government and the enormous opportunities it has presented to MSMEs said, "Government E-Marketplace gives any new seller the opportunity to have direct access to all government departments. It is a one stop shop for marketing with minimal efforts, has a single window for bids, allows reverse auction on products and services, and provides new product suggestion to sellers giving dynamic pricing options where price can be changed based on market conditions. Apart from this, it also gives the seller a friendly dashboard for selling and monitoring his/her supplies and payments and entails consistent and uniform purchase procedures. Given the extremely transparent nature of the platform, today any youth can not only look at creating a successful business model using GeM, but also motivate others as well," mentioned Mr. Sharma.

Mr. K.C. Meena, IEDS, Assistant Director, MSME-DI Jaipur, while elaborating on the Pradhan Mantri MUDRA Yojana (PMMY), mentioned, "It is a scheme launched by the Hon'ble Prime Minister in 2015 for providing loans up to Rs. 10 lakh to the non-corporate, non-farm small or micro enterprises. These loans are classified as MUDRA loans under PMMY. These loans are given by commercial banks, Regional Rural Banks (RRBs), small finance banks, microfinance institutions (MFIs) and NBFCs. The borrower can approach any of the lending institutions mentioned above or can apply for a loan online through this portal www.udyamimitra.in. Under the aegis of PMMY, MUDRA has created three products namely 'Shishu', 'Kishore' and 'Tarun' to signify the stage of growth/development and funding needs of the beneficiary micro unit / entrepreneur and also provide a reference point for the next phase of graduation/growth."

Mr. P.B. Bunkar, LDM, UCO Bank Jaipur, in his address, explained the key features of the Stand-Up India Scheme. He said, "The scheme is aimed to facilitate bank loans of Rs. 10 lakhs to Rs. 1 crore to at least one Scheduled Caste (SC) or Scheduled Tribe (ST) borrower, and at least onewoman borrower per bank branch for setting up a Greenfield enterprise. These individuals have to be above 18 years of age." Further, Mr. Bunkar spoke about another promising scheme called UCO Trader, where working capital and the term loan needs between Rs. 1 lakh to Rs. 5 crore are made available for clients engaged in retail, wholesale trading activities and services sector, provided these clients are willing to furnish mortgage of property and or other acceptable security of adequate value.

Mr. Shiv Om Meena, Assistant Professor, Department of Chemical Engineering, Malviya National Institute of Technology, Jaipur spoke on promoting sustainability through avoidance of single use plastics and cautioned all new entrepreneurs about the harm caused to environment by excessive use of the same. "We need to do away with convenience over durability attitude and think of the long-term impact. Switch to a l t e r n a t e m a t e r i a l l i k e Polyethylene terephthalate which is one of the most frequently recycled plastics and also use reusable bags and bottles," urged Mr. Meena.

Mr. Trilok Chand, Assistant Director, District Industries Center, Jaipur, said, "Government of Rajasthan is desirous of providing a push to the MSME ecosystem in the state. Among other initiatives, the state has taken a lead in setting up of MSME Business Facilitation Centers (MBFC) to provide assistance to

MSMEs in a dedicated and coordinated manner. One of the intended purposes of the MBFCs is also to ensure that MSMEs are able to avail the benefit of related schemes by Government of India.”

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

The webinar was held on July 22- 23, 2021.

