



MATRUSRI ENGINEERING COLLEGE
SAIDABAD, HYDERABAD – 500059.



Guest Lecture on Entrepreneurship Development By
Mr.S.Srinivas
NSIC – [National Small Industries Corporation Limited]
Organized on 28/8/2015 & 01/10/2016

No of Students Participated [01/10/2016]: MECH – 30; CIVIL – 14 ; EEE – 07
Other Colleges - 6

No of Participants: 57 Students from Various Depts, 9 Faculty Members of MECS.

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 NSIC has devised a unique "Entrepreneurship Orientation Programme" (EOP). The program is specially designed for the students, who are still pursuing their studies in Schools/Colleges/Institutions and do not have any idea about Entrepreneurship.

Purpose of EOP is to create awareness among the students for setting up of new Enterprise after completion of their studies instead of searching for jobs only. This program makes participants 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 such as Income Tax, VAT etc.





Outcome of the Program: [28/8/15]

- **Problem of Society and solution for overall growth in economy.**
- **Understanding about Entrepreneurship.**
- **Initiatives and Support Systems Provided by Government for young Entrepreneurs**
- **Influence and Inspiration Towards Entrepreneurship**

Outcomes of the Program: [01/10/2016]

- **Importance of MSME,**
- **Support Provided By MSME**
- **Impact of Entrepreneurship on Society**
- **Market Identification, Basics of Costing & Taxation.**