



Workshop on Industrial Motivational Campaign

Topic :	<p>“Industrial Motivational Campaign”-An initiative by <i>Centre for Idea, Innovation, Incubation and Entrepreneurship RDIAS</i> in association with <i>‘Micro, Small and Medium Enterprises Development Institute, Government of India’</i>.</p>
Date of event :	15 th December, 2010
Description of the Event :	<p>CIIE, RDIAS organized this event because they were able to identify and comprehend the need for startup and budding entrepreneurs. This event aimed at encouraging the student society to become job providers instead of job seekers. It also served as information provider for young enthusiasts itching to start their own business by providing information such as the loan facilities given by banks, preparation of project report for starting a new venture, documentation and most importantly facilities provided by MSME, Government of India for incubation of new ideas.</p>
Event Report in brief:	<p>If we really think.....why become an entrepreneur now?</p> <p>In a tough economy, businesses may either be losing money or cutting back and entrepreneurs may be more hesitant to launch new startups. This is exactly WHY NOW is the perfect time for entrepreneurs. Revenue drops and budget cuts mean that companies cannot easily pursue new opportunities as easily as startups and may not be able to defend against them either. Also, with fewer entrepreneurs and start-ups in the market, new projects may successfully seize the opportunity before others can.</p>

The event was witness to dignitaries of the position of Director and Deputy Director, MSME, Government of India; Deputy Chief Marketing Executive, SBI and Manager, NSIC. Their talk highlighted various facets of entrepreneurship and management, often trying to differentiate between the two terms. One thing which became clear in due course of discussion was that managers are like businessmen whose foremost concern is profit and entrepreneurs are like social messengers of goodwill who focus on developing ideas which would prove beneficial for the society.

The event was made interesting by presenters who screened movie clippings especially made to reinforce the uniqueness of entrepreneurial spirit.

Students were surely encouraged by this workshop because by the end of it all, they were largely convinced that entrepreneurship is surely the panacea for all ailments in the society.

Kudos to CIIE, RDIAS.....an effort which has laid within students the seeds of dreaming big and implementing their new ideas!