



RUKMINI DEVI

Institute of Advanced Studies

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“Projects and Scheme of NSIC, Government of India”

Jointly conducted by
**CIIIE, RDIAS & MSME Development Institute, Ministries of Industries,
Govt. of India**

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| Topic | “Projects and Schemes of NSIC, Government of India” |
| Dates of event | February 19, 2011 |
| Aim of the Event | <p>As a part of workshop conducted by CIIIE, RDIAS in association with MSME Development Institute, Ministry of Industry, Government of India, a lecture was delivered on “Projects and Schemes of NATIONAL SMALL INDUSTRIES CORPORATION, Government of India” on February 19, 2011.</p> <p>The aim of this lecture was to make the students aware about the various projects and schemes of NATIONAL SMALL INDUSTRIES CORPORATION, Govt. of India and to motivate the students to start their own business ventures.</p> |
| Description of the event | <p>This lecture was delivered by Mr. Amit Tuteja, Branch Manager, NSIC, Govt. of India on February 19, 2011 wherein students were exposed to various projects, schemes and financial assistance offered by National Small Industries Corporation Ltd., Government of India for establishing a business venture.</p> <p>He initiated his talk by emphasizing on background of the Micro, Small and Medium Enterprises sector. He said MSME has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades and it does not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. He said that MSME are complementary to large industries as ancillary units and contribute enormously to the socio-economic development of the country.</p> |

He also shed light on the fast changing global economic scenario which has created various opportunities and challenges to the MSMEs in India. He said that Micro, Small & Medium Enterprises do not have any strategic tools / means for their business/ market development as available with large industries. In the present competitive age, Marketing is one of the weakest areas wherein MSMEs face major problems.

Further, he elaborated about various projects, schemes and programmes which are run and conducted by NSIC, Govt. of India to support MSME and SSI business activities. He talked about various schemes and programmes like, *Marketing Assistance Schemes, Technological Trainings, Export Assistances, MSME International Trade Fair Programme, NSCI Exhibition Complex, Single Point Registration Scheme, Domestic and International Exhibitions Programme, Government Store Purchase Programme, Space availability on lease, etc.*

Undoubtedly, this lecture was just another feather of success in creating sustainable global competitive business capabilities.