



"Business Skill Development Programme"

Topic :	Business Skill Development Programme in association with MSME, Ministry of Industry, Government of India.
Date of event :	August 23,2011
Aim of the Event	<p>Mr. R. Seshasayee once said "Enterprise, Youth and Knowledge are the only three forces which can make a difference in the future".This point has been the centre of discussion at RDIAS for quite some time now. Entrepreneurship is about venturing to where ordinary would not go. So entrepreneurship seems to be the best way to prove one's point, to make India a Super Power no later than tomorrow. It is the need for Indians to venture out into the world of entrepreneurship, build intellectual property and create wealth, which hopefully will find its way back into the system to fund more start-ups.</p> <p>The aim of this event was to strengthen entrepreneurial interest, ability and skills of the youth and encourage them to contribute towards the country's economic development.</p>
Description of the event	<p>The event was steered by Mr. R.K Karoth Deputy Directors at MSME. This workshop an exhortation and a plea to arms – India needs Entrepreneurs! They need to go out there and build out the next global giants. In doing so, like in any race, many will fail. But a few will succeed. Together, they will inspire the next generation. That, according to the speakers, will be the real coming of age of Indian technology and entrepreneurship – when we start building the products the world needs out of India.</p> <p>Mr. R.K Karoth took the lecture on entrepreneurship and emphasized the need to select an appropriate product and site to start up one's own enterprise. He discussed the various factors that need to be considered while selecting the product which included complete knowledge about the product, market</p>

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exposure, scope for future expansion, cost of the project being in limits, the level of competition in the market, well established manufacturing facility, quality control norms, customers' tastes and preferences, etc. government and non government institutions involved in financing of entrepreneurs. He also discussed the factors to be considered while selecting a site which included easy availability of quality raw materials, transport facility, skilled labor, electricity, etc. The students were also put to a few analytical assignments.

Young Entrepreneurs, rise and shine, you have lots to take care of!