



Department of Computer Science & Engineering

Report on “Entrepreneurship awareness program on Product Identification in MSME Sectors and MSME Scheme Applications”

NAME OF THE DEPARTMENT: Department of Computer Science & Engineering

1. Type of Event : Entrepreneurship Awareness Program
2. Resource Person : Dr. Gopinath Rao,
Deputy Director
MSME development institute
Bangalore-Karnataka
4. Date of the Event : 21st March 2024
5. Organizing Secretary: Dr. S Usha
Prof. & HOD
Department of CSE
RajaRajeswari College of Engineering,
Bengaluru - 560074
6. Faculty Coordinator: Mr.R.Rajkumar
Assistant Professor
Department of CSE
RajaRajeswari College of
Engineering,Bengaluru - 560074
7. Students attended: 2nd Semester of Master of Business Administration
8. Venue: Dennis Ritchie seminar Hall

9. Outcome of the seminar:

Students gained information about the following:

- MSME leads to increased awareness among the participants about prospects of entrepreneurship, procedures of creating new enterprises and different government schemes, funding opportunities etc. The youths and prospective entrepreneurs get motivated to set up micro-enterprises in traditional/non-traditional domains.
- EAP trains the participants about entrepreneurship in general and procedures of starting an enterprise in particular. They also understand different government schemes, funding opportunities, entrepreneurial risks and returns. Participants develop the motivation to start new enterprises. Having attended the programme, the participants have a clear and executable business plan so much so that they are able to immediately undertake measures for launching their enterprises.
- EAP enhance awareness and knowledge of participants about various entrepreneurial aspects and skill domains and policies and schemes of the Government, funding opportunities, calculated risks, Business opportunities, Business Plan Preparation and related areas. The programme also aims at imbibing learning on new skills and trades. So, this programme ensures that the participants use their entrepreneurial as well as technical skills to set up sustainable enterprises.
- EAPs aim at improving managerial and organisational efficiency of entrepreneurs and managers at their enterprises.



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RAJARAJESWARI COLLEGE OF ENGINEERING

#14, Ramohalli Cross, Kumbalgodu, Mysore Road, Bengaluru - 560 074.
(A Unit of RajaRajeswari Group of Institutions, Bengaluru)



ENTREPRENEURS AWARENESS PROGRAM ON PRODUCT IDENTIFICATION IN MSME SECTORS AND MSME SCHEMES APPLICATION

Organised by
MSME Development and Facilitation Office,
Bangalore



Chief Patron
Dr. A.C.Shanmugam
B.A. LLB, FIMSA, FRCPS (Glasgow, UK)
Founder Chancellor & Chairman
RajaRajeswari Group of Institutions

Date: 21st March 2024 Time: 11am
Venue :
Rajarajeswari college of engineering



Co-Patron
Sri. A.C.S Arun Kumar
B.Tech (Hons), LMISTE., MIET., (UK), LMCSI,
MIEEE, MCSI, MISTE, CEng (India)
President
RajaRajeswari Group of Institutions

Dr. S.Vijayanand, M.Tech., Ph.D
Executive Director, RRGi

Prof. Dr.S.Jeyabalan., M.E., MBA, Ph.D
Special Officer, RRGi

Dr. A K Mariappan
Rector, RRCE

Dr. R Balakrishna
Principal, RRCE

Dr. J Amutharaj
Vice Principal, RRCE

Dr. S. Usha
Dean R&D



About the Speaker

Dr.K.Gopinath Rao

Speaker Description

- He is the deputy director in MSME development institute Bengaluru.
- Member of various industrial association
- Organized National Level and State level Development program exclusively for **MSME** units under marketing support
- Organized National Level and State level Development program exclusively for MSME units under marketing support.
- Assisted more than 500 Entrepreneurs through various schemes and market link.
- Undergone 14 days training in Indian Enterprise Development Service, under IAS cadre system.
- Presently, Heading Champions portal division and connecting all SMEs with Banks, state Govt.Department, industrial Associations, NGOs, Testing Laboratories, and Central Govt.Depts.
- Organized nearly 250 +online seminar on various topics from 2020 onward, to support MSME units.



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Photos of the EAP



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