



SANDIP
UNIVERSITY
— UGC Recognised —

School of Management Sciences (SMS)
Village - Sijoul, Madhubani Dist, Bihar-847235, India

“A Seminar on Innovative Entrepreneurship in MSME Sector for Global Competitiveness (IE-MSME: SU 2022)”

held on 17th & 18th December 2022 at Sandip University Campus, Sijoul, Bihar in blended Mode
Venue: Multi-Purpose Hall, Sandip University, Sijoul

Speakers in the Inaugural Session

Welcome Address by Program Chair & *Dean, School of Commerce and Management*, Dr. Rao, MVKS, followed by Address by Guest of Honor, Dr Raunak Hussian, Deputy *Registrar*, Speech by Special Guest Dr B.N. Tripathi, Dean Academics, Address by the Chief Guest Dr Samir Kumar Varma, *Vice Chancellor, Sandip University, Sijoul, Bihar*

External Speakers:

Profile & Speech by Distinguished Guest Dr B. Muralik Krishna, Registrar, IPE – Central University, Vizag, Andhra Pradesh

Profile & Speech by Special Guest Sri Satish Kumar, Assistant Director, Ministry of MSME- Development Commissioner, HO, New Delhi

Profile & Speech by Special Guest Dr K. Umakantham, Director, GITM, Andhra Pradesh

Profile & Speech by Guest of honor Prof. Vijaya Kumar.T, Amity University, Mumbai

Name of the Program Chair: Dr Rao MVKS, School of Commerce and Management, Sandip University, Sijoul. Program Secretaries: Dr Nousherawan Rouneque, HOD MBA, Prena Poonj HOD BBA, SOCM, Sandip University, Sijoul

Presentations on 17th December 2022

Technical Session:1

PPT Presentation by Special Guest Sri Satish Kumar, Assistant Director, Ministry of MSME- Development Commissioner, HO, New Delhi

Technical Session:2

PPT Presentation by Program Chair & *Dean, School of Commerce and Management*, Dr. Rao, MVKS,

Presentations on 18th December 2022

Technical Session:3

PPT Presentation by Dr Aruna Tiwari AVP CIPAM, Ministry of Commerce, New Delhi

PPT Presentation by Dr Athul Kumar Mishra Director MSME Di, Muzaffarpur, Bihar

Technical Session:4

PPT Presentations by Students of MBA and BBA (8 Best presentations by Student Groups)

About the Program:

The Innovation play key role for sustainable Entrepreneurship which involves solving the problems of a business or society in more gainful way. Successful Entrepreneurship and MSME Strategic Development with new startups is conditioned by factors such as: MSME leadership, Support from Local and Central Institutions, Conditions of financial sector, Structure of the MSME sector, Business environment and Approaches to regional markets besides Innovation and Technology. Entrepreneurship promotes the search for competitive advantages by bringing products, processes and innovations to market. Entrepreneurial activities seek new markets or strategic competitive position for firms in order to create profits. In view of the dynamic conditions of emerging economies, the development of MSME Sector needs a good support form

Innovative entrepreneurship along with the Support from Govt. Agencies and Educational Institutions. In Bihar Entrepreneurship Development plays key role in generating more employment opportunities. In this scenario, we are conducting a Seminar on -IE-MSME : SU 2022 in our campus

The Objectives of the Seminar:

The main aim of today's program is to provide a deeper insight on Innovative Entrepreneurship, besides elevating the role of Innovative Entrepreneurship in MSME Sector for Global Competitiveness. However the objectives of the program are;

1. To create Awareness about seminar among the faculty and students of School of Commerce and Management Students and faculty
2. To create platform to the students to show case their latent talent via PPT presentations on various themes and sub- themes of the seminar.
3. To improve Group Leadership and dynamics among students
4. To sharpen the minds of both faculty and students
5. To create Awareness on Innovative Entrepreneurship in MSME Sector
6. To understand the inevitability of Global Competitiveness in MSME Sector
7. To learn the preparation of Business plan and launching procedures of MSMEs
8. To know the problems and challenges of MSME sector in Bihar
9. The Govt Schemes and support towards the Development of MSME sector in Bihar
10. To understand MSME innovation Scheme and IPR filing procedures.

Program outline:

The 2 day Seminar is divided in to 6 sessions including Inaugural and valedictory sessions, covers various aspects of Entrepreneurship Development, Innovation, IPR, MSME Innovative Scheme , Global Competitiveness of Indian MSMEs and their sub themes.

Program Schedule

**A Seminar on “Innovative Entrepreneurship in MSME Sector
for Global Competitiveness (IE-MSME : SU 2022)
to be Held on 17th and 18th December 2022 at Sandip University Campus, Sijoul,
Bihar in blended Mode.**

S.No	Time	Particulars
1,	9.30 - 10.00 am	Registration
2,	10.00-12.00 pm	Inaugural Ceremony
3	12.00 -1.15pm	Lunch
4,	1:15-2:30 pm	<i>Technical Session I: Topic: MSME Innovation Scheme and Patent filing by Shri Satish Kumar, Assistant Director, Ministry of MSME, New Delhi</i>
5,	2.30pm -3.30pm	<i>Technical Session II: Theme: Innovative Entrepreneurship in MSME Sector: An overview by Dr MVK. Srinivasa Rao, Dean, School of Commerce and Management, Sandip University, Sijoul, Bihar</i>
6,	3.30-3.45 pm	Closing Session

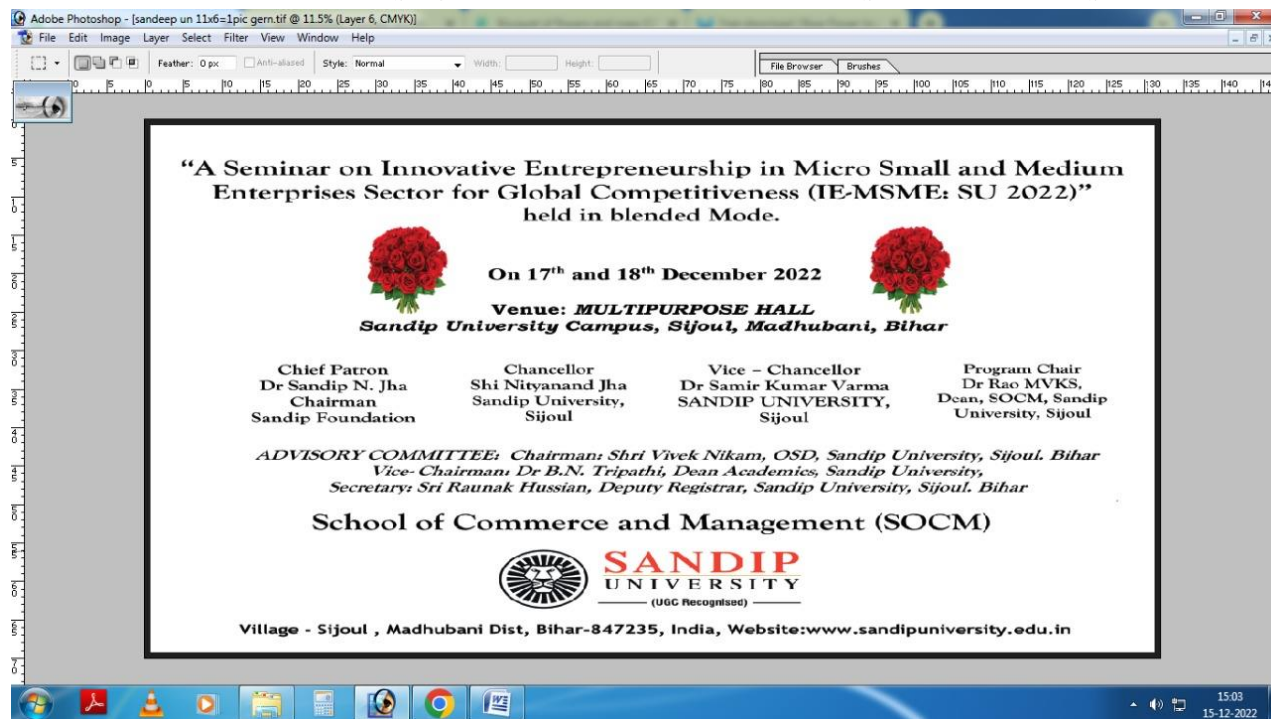
18th December 2022

Presentations on Various Topics of “Innovative Entrepreneurship In MSME Sector for Global Competitiveness”

S.No	Date:	Particulars
1	18/12/22: 10.00 am-12.00 noon	Topic: 1. Energising MSMEs towards Global Competitiveness by Dr Aruna Tiwari AVP CIPAM, Ministry of Commerce, New Delhi Topic: 2. Entrepreneurship Development with special reference to Bihar, India by Director MSME Di, Muzaffarpur, Bihar Topic: 3. Incubation and Entrepreneurship Development
	12.00-1.00 pm	Lunch
3	1.00 pm to 3.00 pm	Theme 1: Business Plan Presentation Theme 2: Govt. Support for the Development of MSME Sector in Bihar, India by Assistant Director, Muzaffarpur Topic: 3. The Opportunities and Challenges for the start ups in Bihar, India Topic 4: Entrepreneurship in Retail Sector
4	3.00 pm to 3.30.pm	Valedictory Session

The DAY 1: 17TH DECEMBER 2022

“The Seminar on Innovative Entrepreneurship in MSME Sector for Global Competitiveness” started at 10.00 am on 17th December 2022 with Saraswati Vandana and lightning the lamp by the dignitaries on the dais. There were 4 External Eminent Personalities and 4 Internal Speakers as mentioned above *attended the program and discussed about various aspects in their PPT presentations*

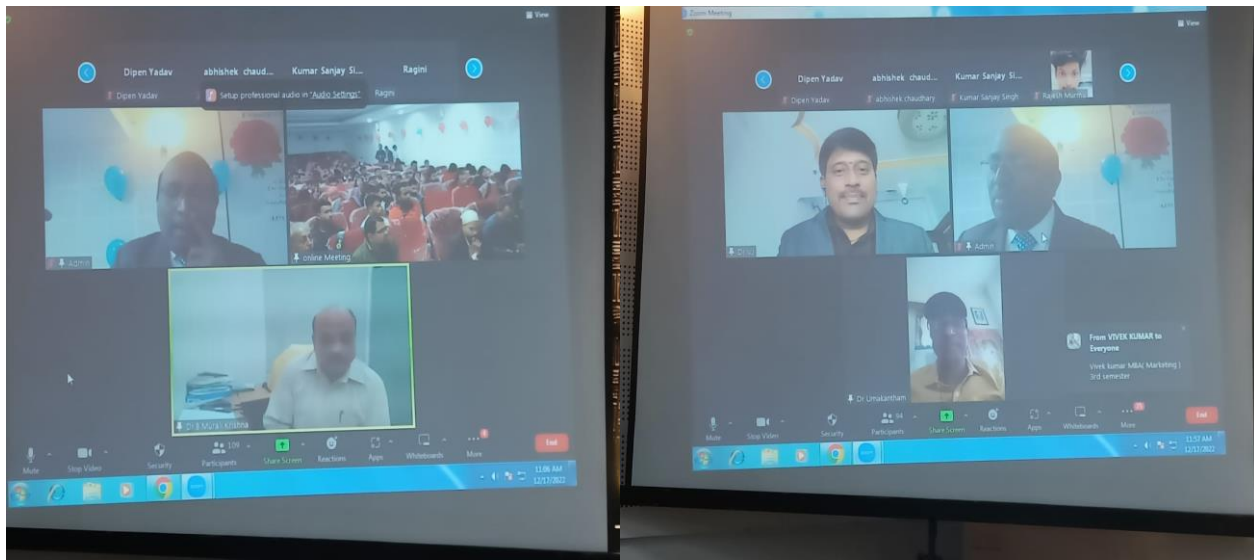
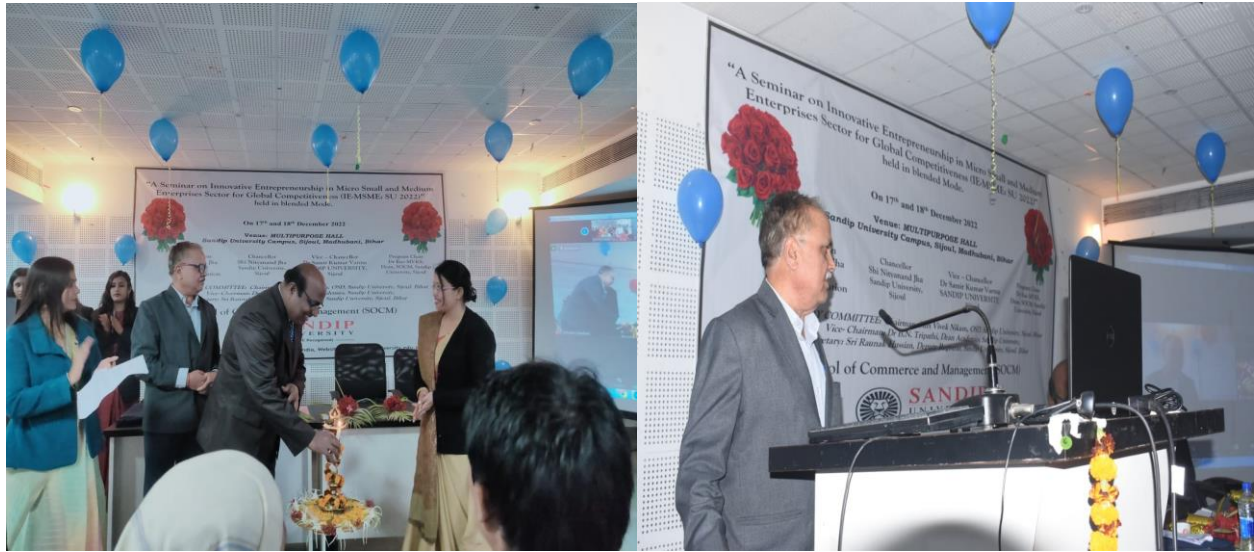


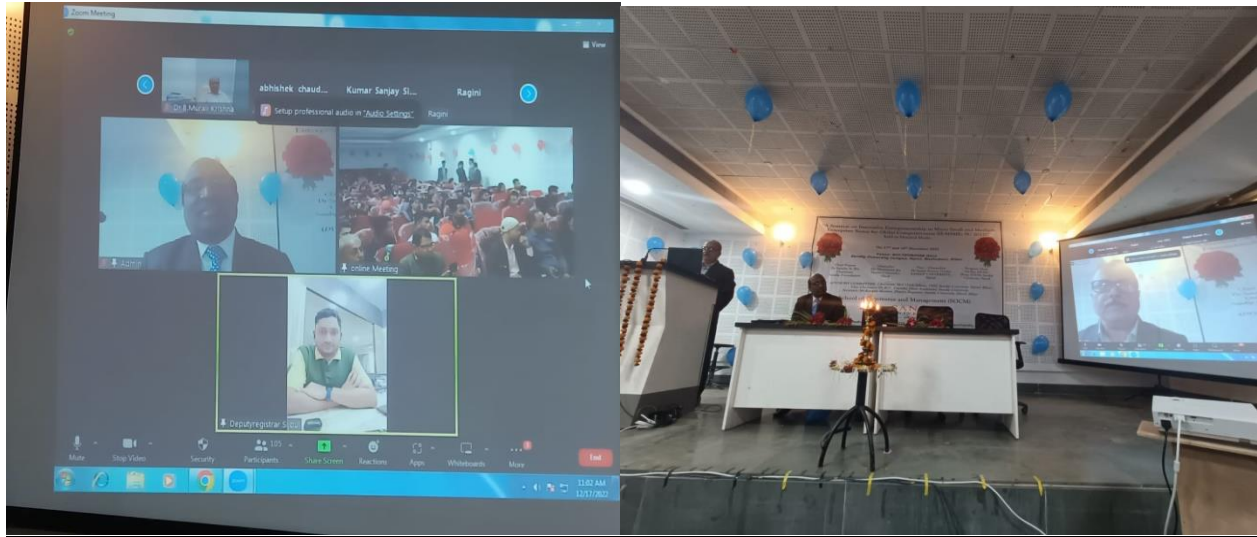
Inauguration of Seminar (10:00 AM to 12:00 Noon)

The Session was started with a brief agenda presentation by program Chair Dr. MVKS Rao followed by the speeches of Sri Raunak Hussian, Deputy Registrar, Dr BN Tripathi Dean, Academics. As the program was conducting in a blended mode, some eminent personalities and speakers working as Academicians, Academic administrators, Researchers addressed the participants. Dr. B. Murli Krishna, Registrar IPE, Central University, AP discussed the vital role of MSME in the growth of the GDP of our country and mentioned Innovation for Product, methods, new market & services. He further explained about the Gem (Govt. E-market place for producing and selling products). He requested our youth /students to take in practice and add to the GDP of our nation, followed by the speech of Sri Satish Kumar, Asst. Director, Ministry of MSME HO, New Delhi., who expressed about Unicorn startups in India where Unicorn is a term used to describe a privately held startup company with a value of over \$1 billion. He also mentioned the target of \$5 trillion economy was given by Hon. PM of India Sri Narendra Modi ji to all central Govt institutions by 2024.

Dr. K. Umakantham, Director, GITM, AP mentioned the role of MSME Sector in Employment generation in India; the 4 I's - Innovation, Information, Integration and Implementation. We also had Prof. Dr. T. Vijay Kumar, Amity University, Mumbai, Maharashtra. He explained the purpose

of MSME - as a creation of basic infrastructure for development of India. He also pointed out that in India, Imports are quite higher than Exports. He suggested the introduction of Incubation services by Educational Institutions to motivate student to come up with new ideas is enviable to face challenges in our country. The Inaugural Ceremony was concluded by the Vote of Thanks by Mr. Kalimuddin Ansari, faculty, School of Commerce and Management, Sandip University, Sijoul





Technical Session-1: 1.15pm to 2.30 pm
Topic : MSME Innovation Scheme and Patent filing

Shri Satish Kumar, Assistant Director, Ministry of MSME, New Delhi discussed the road map to become an entrepreneur and the assistance provided by the Ministry of MSME. He clearly explained about MSME Incubation Scheme and how Govt of India via Ministry of MSME was promoting MSMEs in India. He created greater insights among student community to start the enterprises with the help of incubation services rendered by the university. He also mentioned how an entrepreneur must be innovative to take his enterprise in to the conditions of sustainability and profitability.

Technical Session II:2.30 pm- 3.30 pm
Theme: Innovative Entrepreneurship in MSME Sector:

Dr. MVK, Srinivas Rao, Dean, School of Commerce and Management, Sandip University, Sijoul, Bihar as a key note speaker explained about Innovative Entrepreneurship along with a video on the Successful Entrepreneurs. He clearly mentioned in his presentation about the global competitiveness and its importance to the development of country through increase in GDP. Further, he spoke about the progress of China in the recent past by its global competitiveness in MSME sector and also its remarkable progress in positive balance of payments. He also suggested the Ministry of MSME- DC, New Delhi (Responsible for the Development of MSME Sector in India) and Ministry of Commerce (Responsible of improving Innovations, Foreign Trade and Balance of Payments in India by creating policies for the improvement of global competitiveness of Indian firms). Hence, He requested for the new policies creation by both MOMSME and MOC for the development of Innovative Entrepreneurship in MSME sector for global competitiveness.

Both Session were knowledge enhancing and very motivating. At the end, an encouraging speech was delivered by Dr. Samir Varma, Vice Chancellor, Sandip University, Sijoul, Day 1 Program was ended with the closing session, conducted by Dr. MVKS Rao, Dean, SOCM, Sandip University, Sijoul



The Dignitaries, attended the Session-2 were Chairman: Sri G. Satyanarana, Visakha Institute of Engineering and Technology, Visakhapatnam, Key Speaker: **Prof. Dr K. Umakantham Ph.D Director, Gowthami Institute of Technology and Management, Affiliated to JNTUA, Kadapa, AP, India**, Prof.V. Sridhar Patnaik Principal, Visakha Institute of Engineering and Technology, Vizag and Convener of the Programme : Dr MVK. Srinivasa Rao, Director R&D, EISC, VIET, Visakhapatnam.

Session-2: 2.30pm- 3.30pm

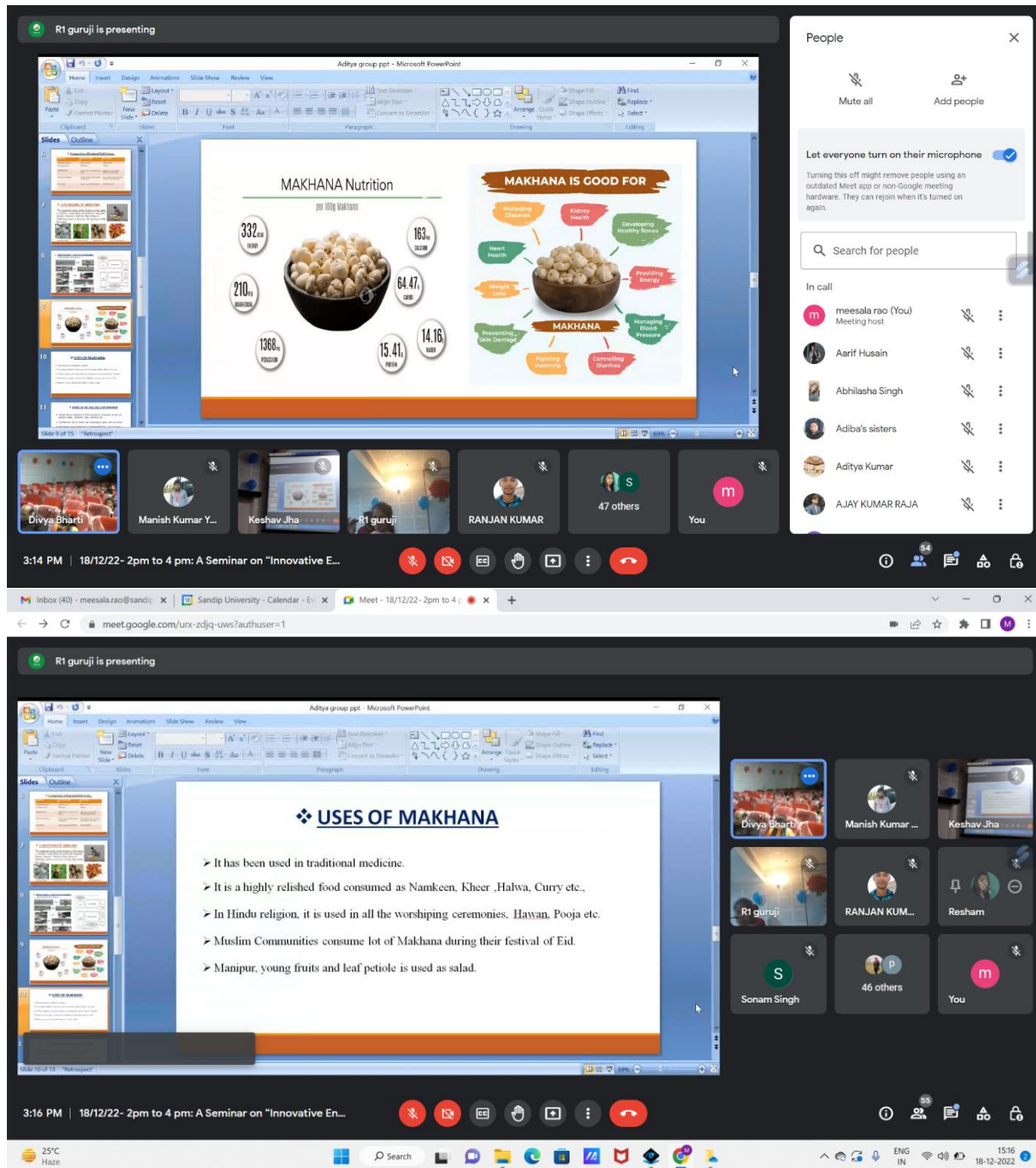


The DAY 2: 18TH DECEMBER 2022

Session -3: 10.00 am-1.00 pm

Topic: Energizing MSMEs towards Global Competitiveness

Dr Aruna Tiwari AVP CIPAM, Ministry of Commerce, New Delhi delivered an excellent presentation. She explained about Intellectual Property Rights- IPR (GI, IPR, GCI) and new promotional strategies). She remarked that India was a rich store house of goods with reputation for quality and she spoke about various GIs in Bihar with her PPT presentation.



Dr Atul Prasad- the Director of MSME-Di Muzaffarpur, Bihar delivered a Presentation on: entrepreneurship development with special reference to Bihar. He told about MSME, innovation scheme. In which he discussed three components: (a) incubation, (b) design, (c) IPR. He also discussed about reimbursement scheme and trademarks.

Session 4: (2.00 pm – 4.00 pm): Student Presentations

Theme 1: Business Plan Presentation, Theme 2: Govt. Support for the Development of MSME Sector in Bihar, India by Assistant Director, Muzaffarpur, Topic: 3. The Opportunities and Challenges for the startups in Bihar, India, Topic 4: Entrepreneurship in Retail Sector

The students of MBA and BBA were formed under groups and presented their PPTs via offline and

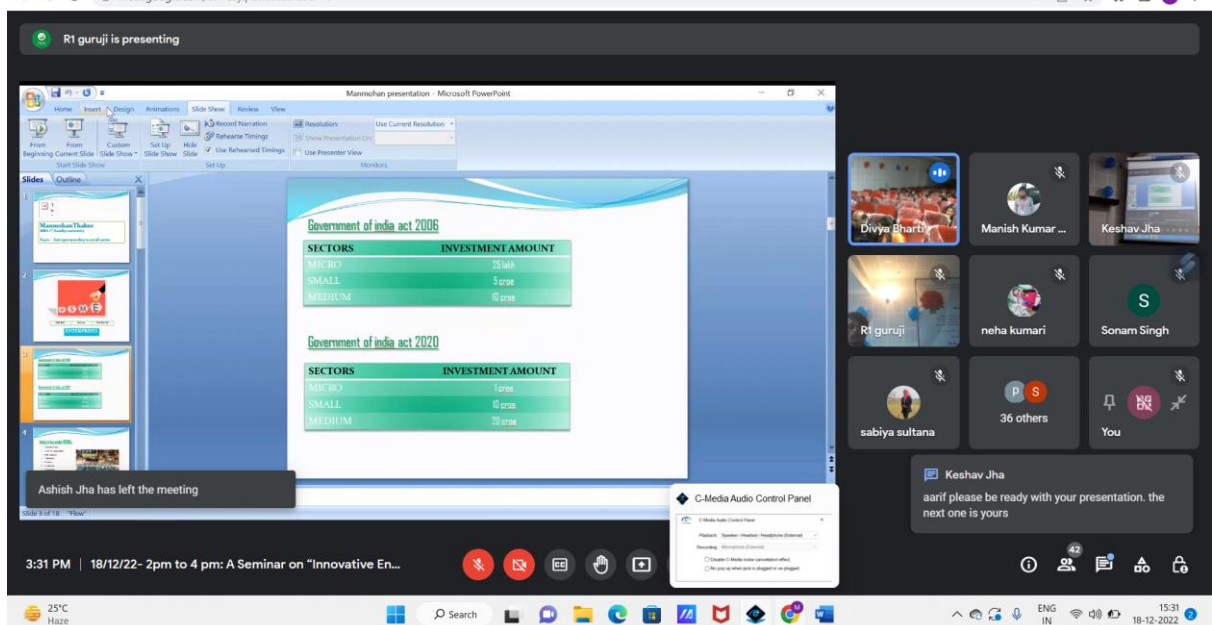
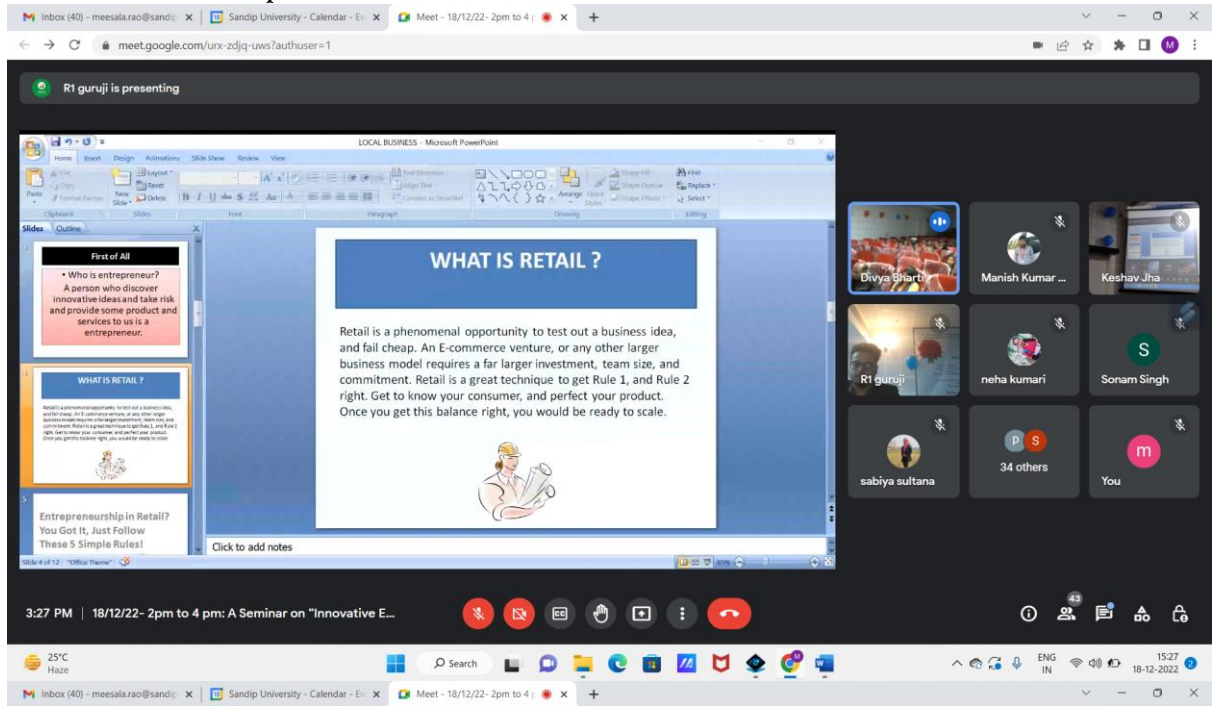
online las per their convenience as follows.

Theme 1: Business Plan Presentation- By MBA I - GROUP A, BBA-3 GROUP B, BBA I- GROUP A,

Theme 2: Govt. Support for the Development of MSME Sector in Bihar, India presentations by MBA 1ST GROUP D, GROUP E, BBA 3- GROUP A,

Topic: 3. The Opportunities and Challenges for the start-ups in Bihar, India - Presentations by MBA-1, GROUP B, GROUP C,


Topic 4: PPT-Presentation on Entrepreneurship in Retail Sector by MBA I Sem Group - C and BBA I Sem Group B



Session 4: Valedictory session (4.00 PM to 4:30 PM)

The valedictory session was started with the presentation of the overall Seminar Report by Mrs. Divya Bharathi, faculty SOCM, Sandip University, Sijoul. The Program Chair: Dr MVK. Srinivasa Rao, Dean, SOCM and Director, IQAC, Sandip University, Sijoul expressed his gratitude to the management of Sandip university, all the dignitaries and speakers who delivered their valuable presentations and also participants of the seminar to make it a big success and announced formally that the 2 days seminar was ended up successfully, This led to the end of the programme.

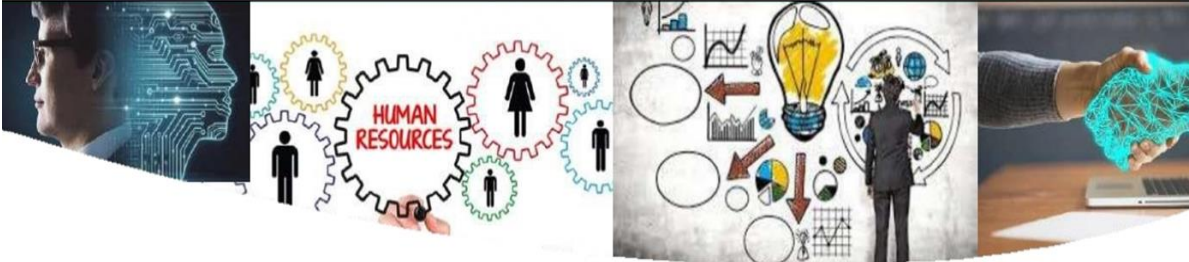
The Seminar received a lot of positive feedback from Dignitaries, faculty members and students. There were 200 enthusiastic participants in total, who took part in the 2-day Seminar, organized in a blended mode. Each session was of 90 minutes and more, included open questions, answer session. The online feedback forms were shared to the participants during the programme. The most of the participants were engaged in person in the venue of the Program offline. Certificates were awarded to all registered participants.



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Chief Patron Dr. Sandip N. Jha Chairman, Sandip Foundation	Chancellor Sri Nityanand Jha Chancellor SANDIP UNIVERSITY	Vice - Chancellor Dr. Samir Kumar Varma Vice- Chancellor SANDIP UNIVERSITY
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Advisory Committee Chairman: Shri Vivek Nikam, OSD, Sandip University, Sijoul. Bihar
Program Chair: Dr. Rao MVKS, Dean, School of Commerce & Mgt, SANDIP UNIVERSITY
Advisory Committee Vice- Chairman: Dr B.N. Tripathi, Dean Academics, Sandip University,
Secretary: Sri Raunak Hussian, Deputy Registrar, Sandip University, Sijoul. Bihar