

**Measi Institute of Management**  
**Chennai**  
**REPORT ON ENTREPRENEURSHIP ORIENTATION PROGRAMME CUM**  
**INDUSTRIAL VISIT TO NSIC ON 20<sup>TH</sup> JULY 2016**

The MEASI Institute of Management Organised one day Entrepreneurship Orientation Programme Cum Industrial Visit to National Small Industries Corporation (NSIC), for the IInd year MBA students. The visit consists of 104 Students along with two Faculty Members Dr.A.varadaraj & Mr. A. Appu Assistant Professor Measi Institute of Management. The Purpose of EOP and industrial visit is to create awareness among the students for setting up of new Enterprise after completion of their studies instead of searching for jobs only. This program makes participants familiar about role and importance of MSMEs in Indian Economy, process of setting up of Enterprise, preparing Project Reports, Identifying marketing possibilities as well as with the issues regarding various statutory requirements such as Income Tax and VAT.



*Measi Students at Live hood Business Incubation Center*

The programme starts at 10.30 am in the NSIC premise by Mrs. Anandhi Director NSIC Followed by the Session addressed by Mr. Philip Vasekaran, Managing Director Selkan Consulting Pvt Ltd, He has given the Insight about Entrepreneurs Skills, Challenges, and establishment of Small Business startup and he also highlight the Funding Agency of the Government for the various project.



*Mr. Harish Assistant Manager addressing the session at NSIC Centre*

In the afternoon session Mr. Harish Assistant Manager NSIC highlighted the importance of Incubation and how to start the business, Role of Government and other Agency in Developing the Entrepreneur. He also describes NSIC Training-cum-Incubation Centers provide an opportunity to first generation entrepreneurs to acquire skill for enterprise building and also incubating them to become successful small business owners. At these centers, exposure in all areas of business operations are being provided such as business skills development, identification of appropriate technology, hands on experience on working projects, project / product selection, opportunity guidance including commercial aspects of business. In addition, low cost project technologies required for setting up new small business enterprises are being displayed in working condition



In Evening session the student has undergone various live Incubation projects which was carried out by NSIC center after that students visited the Live hood Business Incubation Center. The basic objective behind this visit was to understand the concept of Incubation centers, to see the facilities provided by such centers and to know their model of operations.