



Dr. E. BHASKARAN, B.E., M.I.E., M.B.A., Ph.D., C.E., (D.Litt) (D.Sc)
Deputy Director of Industries and Commerce
Department of Industries & Commerce, [DI & C] MSME
Department, Government of Tamil Nadu,
Guindy, Chennai.

Dated: 10th OCT 2017

Invited talk: **Insight for Start-ups**

Dr.E.Baskaran, took the audience a complete tour through the entrepreneurial opportunities and the strategy to stay ahead. The speaker boosts the participants to share their business venture. The penetration mainly focuses on the MSME Schemes, registration process, Repayment, How to avail schemes and also eligibility criteria.

His talk elucidated on *New Entrepreneur Enterprise Development Schemes [NEEDS] Scheme, Interest Subsidy Scheme [Interest Subvention Scheme], Back-ended Interest Subsidy, Marketing Assistance Scheme, Zero Defect Zero Effect (ZED) Scheme and Mahila Udyam Scheme* which aims to provide soft loan assistance to women entrepreneurs to set up business or industrial entity in small scale sector and so on.



He gave the facts of current conditions of how startups are boosting the economy and how India's future is going to be. He briefed the students about the industrial estates in Tamilnadu and its benefit. He also gave tips to students on what an entrepreneur should remember while starting a new business. The speaker insisted the students to take part in

Entrepreneurship Skill Development Programme (ESDP)

He concluded his talk with **“you can't climb the ladder of success with your hands in your pocket”**. The session ends with sowing entrepreneurial thoughts in them.

The talk concluded with an active question and answer session.