

## Report on Guest Lecture: Start-Ups and MSMEs

On September 30, 2024, Government Polytechnic College organized a guest lecture on the topic "Start-Ups and MSMEs." The session was conducted by Ms. Shruti Chhatbar, an esteemed expert in the field of entrepreneurship. Over 60 students attended the informative session.

Ms. Chhatbar provided a comprehensive overview of start-ups and MSMEs, explaining their definitions, characteristics, and importance in the Indian economy. She highlighted the potential for job creation, economic growth, and innovation that these sectors offer. The speaker also discussed the challenges faced by start-ups and MSMEs, such as access to finance, regulatory hurdles, and market competition.



Image 1- students actively participating in discussions

Beyond the basic concepts, Ms. Chhatbar delved into crucial aspects of intellectual property rights (IPR). She explained the significance of trademarks, patents, and licensing in protecting and commercializing innovative ideas. She emphasized the importance of registering trademarks and patents to safeguard intellectual property and prevent infringement. Additionally, she discussed the benefits of licensing technology to other businesses and earning royalties.

The session was interactive, with students actively participating in discussions and asking questions. Ms. Chhatbar shared valuable insights on the steps involved in starting a business, from ideation to market launch. She emphasized the importance of a strong business plan, financial management, and effective marketing strategies.



Image 2- students actively asking questions

The guest lecture was a great learning experience for the students. It inspired many to consider entrepreneurship as a career path. The college administration is committed to providing such opportunities to students to broaden their knowledge and skills.