

Awareness Programme on MSME Opportunities, Government Schemes and Financial Support

An awareness programme was organized on **09 September 2026** at the **Seminar Hall, Dept. of SWCE, College of Agricultural Engineering and Technology, Junagadh Agricultural University, Junagadh**, under the Student Startup and Innovation Policy (SSIP 2.0) framework.

The Student Startup and Innovation Policy (SSIP), launched by the Government of Gujarat, aims to foster a culture of innovation and entrepreneurship among students by creating a supportive ecosystem that enables them to transform innovative ideas into viable and scalable startups. In addition, the Ministry of Micro, Small and Medium Enterprises (MSME), Government of India, formulates various policies, schemes, and programmes for the development and growth of MSMEs across the country.

With the objective of creating awareness about entrepreneurship, startup opportunities, MSME support systems, government schemes, and financial assistance available to aspiring entrepreneurs, two informative awareness sessions were organized for postgraduate students and final-year B.Tech. students.

Awareness Session – 1

Title: *MSME Awareness: Unlocking Business Benefits*

Speaker: Shri Alak Kumar Mitra, Deputy Director, MSME-DFO, Ahmedabad

Time: 09:00 AM to 10:00 AM

During the first session, Shri Alak Kumar Mitra provided valuable insights into the MSME ecosystem and the various benefits and opportunities available for entrepreneurs. The session highlighted the importance of MSME registration, government support mechanisms, and the role of MSMEs in promoting entrepreneurship, innovation, employment generation, and economic development.

Awareness Session – 2

Title: *Government Schemes & Financial Support for MSMEs: Opportunities for Growth*

Speaker: Shri Rajesh Kumar, Assistant Director, MSME-DFO, Ahmedabad

Time: 10:00 AM to 11:00 AM

The second session focused on various government schemes and financial support opportunities available for Micro, Small and Medium Enterprises. Shri Rajesh Kumar explained different schemes, incentives, financial assistance mechanisms, and support facilities available through the Ministry of MSME and other government agencies. The session provided useful guidance to students interested in establishing startups and entrepreneurial ventures.

A total of **59 participants**, comprising **final-year B.Tech. students and postgraduate students**, attended the awareness programme. The students actively participated in the sessions

and gained valuable knowledge regarding the MSME ecosystem, government schemes, financial assistance opportunities, startup development, and entrepreneurship.

The programme served as an important platform to encourage students to explore entrepreneurship as a career option and to utilize the available institutional and government support systems for transforming their innovative ideas into successful enterprises. The awareness programme also contributed towards strengthening the culture of innovation and entrepreneurship among students under the SSIP 2.0 framework.

Overall, the programme was highly informative and beneficial for the participating students and provided them with greater awareness of the opportunities available through MSME policies, government schemes, and financial support mechanisms.

Date: 09 September 2026

Venue: Seminar Hall, Dept. of SWCE, CAET, JAU, Junagadh

Total Participants: 59 (Final-Year B.Tech. and Postgraduate Students (M.Tech. and Ph.D. Students))







