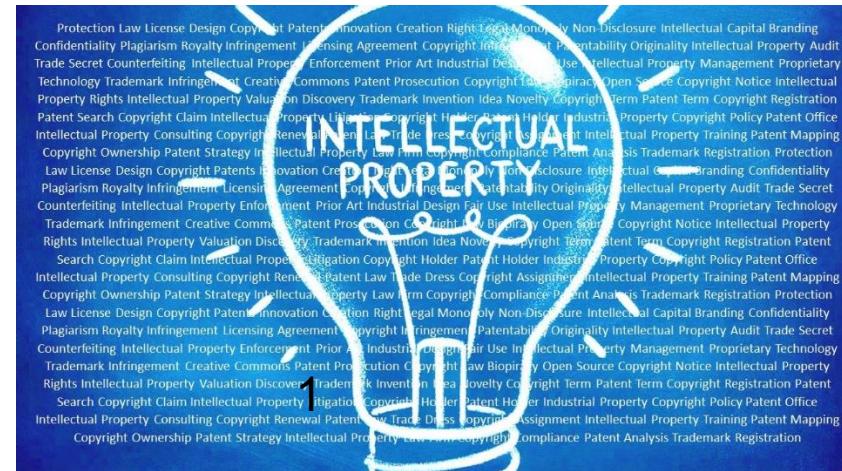




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# Entrepreneurship Development and IPR

## UNIT II



Dr. Jitendra Kumar

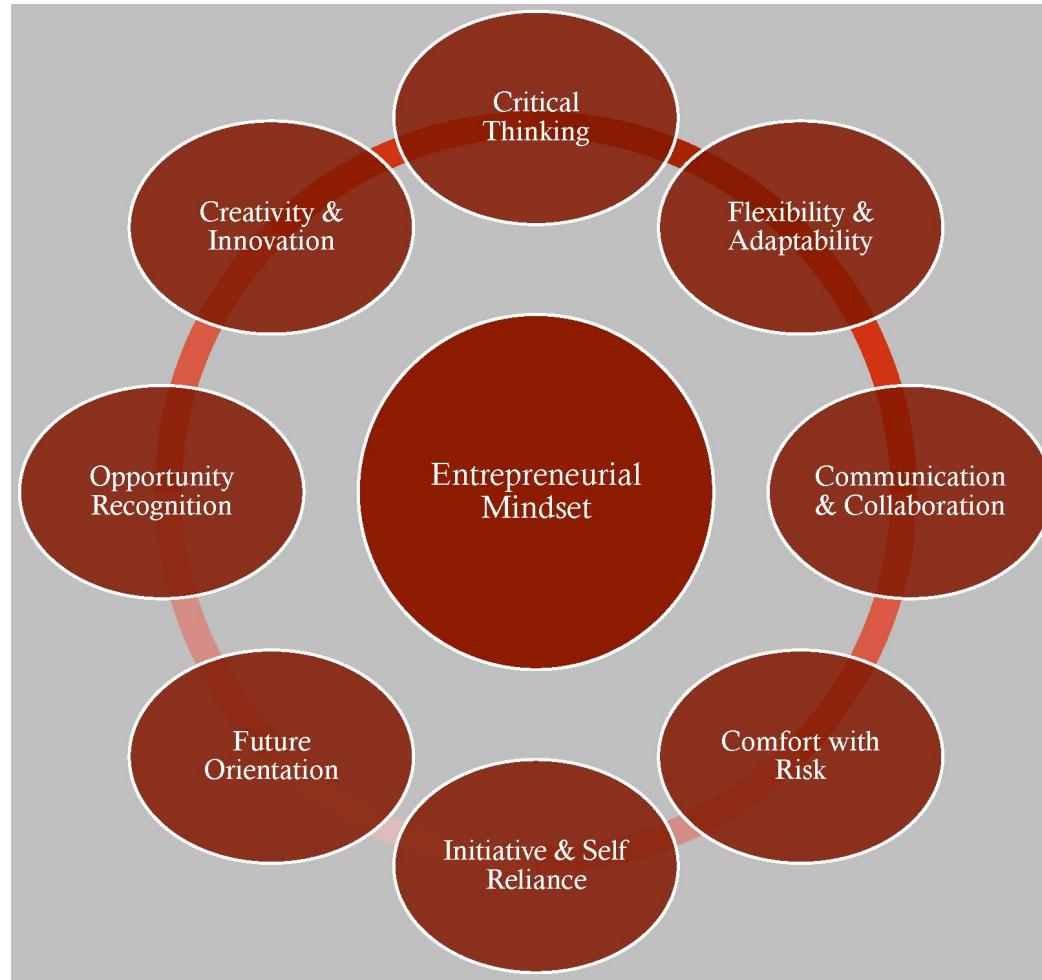
**UNIT II**

**ENTREPRENEURIAL JOURNEY AND INSTITUTIONAL  
SUPPORT**

**Entrepreneurial Mindset ?**

# Key Elements of an Entrepreneurial Mindset

- Proactivity
- Resilience
- Adaptability
- Innovation and Creativity
- Risk Tolerance
- Vision
- Problem-Solving
- Networking



- Self-Motivation
- Openness to Feedback
- Seek out challenges
- Develop problem-solving skills
- Network and connect with others
- Seek out learning opportunities
- Reflect on experiences
- Practice self-reflection



# Proactivity

- Entrepreneurs don't wait for opportunities—they create them. They anticipate future trends, customer needs, or potential challenges and take action early.
- Markets change rapidly, and being proactive allows entrepreneurs to stay ahead of competitors.
- **Examples:**
  - **Ratan Tata** launched the Tata Nano with the vision of making a car affordable to Indian middle-class families before competitors thought of such an idea.
  - **Elon Musk** developed Tesla and SpaceX long before electric cars and private space travel were mainstream.

# Resilience

- The capacity to recover quickly from failures, disappointments, or market crashes.
- Entrepreneurship is uncertain—only resilient entrepreneurs can persist.
- Examples:
  - **Colonel Sanders (KFC):** Faced over 1,000 rejections before someone invested in his fried chicken recipe.
  - **Narendra Modi (as entrepreneur-minded leader):** His early tea-selling experience showed resilience in turning challenges into leadership qualities.

# Adaptability

- The ability to adjust to changes in market demands, technology, or global situations.
- The business world is dynamic—flexible entrepreneurs survive and grow.

## Examples:

- During **COVID-19**, companies like **Zomato** shifted from only food delivery to also offering groceries.
- **Netflix** moved from DVD rentals to online streaming to survive the changing entertainment industry.

# Innovation and Creativity

- Developing new ideas, products, or processes that add value or solve problems in unique ways.
- Innovation differentiates entrepreneurs from competitors.
- **Examples:**
  - **Airbnb** created a new market by turning homes into hotels.
  - **Ola Cabs** in India provided a digital taxi-booking platform when the traditional taxi system was inefficient.

# Risk Tolerance

- The willingness to take calculated risks with the possibility of failure.
- Without risk-taking, there is no innovation or growth.
- **Examples:**
  - **Jeff Bezos** left a well-paying Wall Street job to start Amazon, risking everything on e-commerce.
  - **Dhirubhai Ambani** took huge financial risks in expanding Reliance, which later made it one of India's largest companies.

## Vision

- Having a long-term perspective and a clear roadmap for success.
- A strong vision inspires teams, attracts investors, and keeps entrepreneurs motivated.
- **Examples:**
  - **Mahatma Gandhi** (non-business vision): Independence through non-violence.
  - **Steve Jobs**: His vision was to “put a computer in the hands of everyday people,” which drove Apple’s innovation.

# Problem-Solving

- Identifying customer pain points and coming up with practical solutions.
- Businesses exist because they solve problems.
- **Examples:**
  - **Paytm** solved the problem of cash shortages during India's demonetization by offering easy digital payments.
  - **Tesla** addressed the problem of environmental pollution by making electric cars cool and high-performing.

# Networking

- Building meaningful connections with mentors, investors, customers, and peers.
- Networking provides resources, knowledge, funding, and collaboration opportunities.
- **Examples:**
  - **Startup founders in India** often attend events like TiE Global Summit to connect with mentors and angel investors.
  - **Mark Zuckerberg** built Facebook's early success by networking with Harvard students and later with Silicon Valley investors.

# How to Develop an Entrepreneurial Mindset?

- Develop Resilience, Tenacity, and Motivation
- Adopt a Positive Attitude
- Embrace Challenges
- Cultivate Key Characteristics
- Be Creative, Communicative, and Open to Risk

# Develop Resilience, Tenacity, and Motivation

- Entrepreneurs face setbacks, failures, and rejections. Resilience helps them bounce back, tenacity keeps them persistent, and motivation drives them forward.
- **Examples:**
  - **Thomas Edison** failed over 1,000 times before successfully inventing the electric bulb. His resilience and tenacity led to success.
  - **Ritesh Agarwal (OYO Rooms)**: He faced funding rejections and early business failures but kept refining his model until OYO became a global hotel chain.

## Adopt a Positive Attitude

- A positive outlook helps entrepreneurs see opportunities even in challenges. It also inspires employees, investors, and customers.

### Examples:

- **Steve Jobs** was once fired from Apple (the company he founded). Instead of quitting, he started **NeXT** and **Pixar**, and later returned to make Apple a global giant.
- **Anand Kumar (Super 30)**: Despite financial struggles, he maintained a positive mindset and dedicated himself to educating underprivileged students, producing top IIT results.

## Embrace Challenges

- Entrepreneurs grow when they face and overcome difficulties rather than avoiding them.
- **Examples:**
  - **Elon Musk:** After SpaceX's first three rocket launches failed, he still attempted a fourth launch with almost no funds left—and succeeded. Now, SpaceX is a leader in space innovation.
  - **Kunal Shah (Founder of CRED):** Faced skepticism because many thought CRED (credit card rewards app) wouldn't work in India, but he embraced the challenge and created a billion-dollar company.

## Cultivate Key Characteristics

- **Meaning:** Entrepreneurs need traits like vision, creativity, leadership, risk-taking, and problem-solving. These can be learned and improved over time.
- **Examples:**
  - **Dhirubhai Ambani (Reliance Industries):** Cultivated leadership and risk-taking ability, which transformed a small trading business into one of India's biggest conglomerates.
  - **Vineeta Singh (Sugar Cosmetics):** Cultivated resilience and creativity, bringing affordable, high-quality cosmetics for Indian women despite tough competition from global brands.

## Be Creative, Communicative, and Open to Risk

- Creativity helps in finding unique solutions, communication builds trust and networks, and openness to risk enables growth.
- **Examples:**
  - **Mark Zuckerberg (Facebook):** Used creativity to connect college students online, communicated his vision effectively to investors, and took risks that made Facebook a global social media leader.
  - **Nikhil Kamath (Zerodha):** Took the risk of building a discount brokerage platform in India, communicated transparently with users, and creatively solved problems of high brokerage fees—making Zerodha India's largest stockbroker.

# Strategies to Develop Entrepreneurial Mindset

- Customer-First Approach
- Network and Collaborate
- Set Clear Goals
- Take Calculated Risks

## Customer-First Approach

- Always put the needs, problems, and satisfaction of customers at the center of your business decisions. Entrepreneurs succeed when they solve customer pain points better than competitors.
- **Examples:**
  - **Jeff Bezos (Amazon):** His famous principle is “Customer Obsession.” Amazon introduced one-day delivery, easy returns, and 24/7 support to make customers happy.
  - **Flipkart (Sachin & Binny Bansal):** Started by selling books online in India because they noticed customers wanted affordable, quick delivery—a gap left unaddressed by traditional bookstores.

## Network and Collaborate

- Build strong connections with mentors, peers, investors, and even competitors. Collaboration creates opportunities for learning, partnerships, and funding.
- **Examples:**
  - **Startup Ecosystem in Bengaluru:** Founders often attend events like *TiE Global Summit* or *NASSCOM meetups* to collaborate with investors, accelerators, and other entrepreneurs.
  - **Bill Gates and Paul Allen (Microsoft):** Their partnership combined Gates' vision and Allen's technical skills, leading to the foundation of one of the biggest software companies in the world.

## Set Clear Goals

- Successful entrepreneurs define short-term and long-term goals. A clear vision keeps the team aligned and motivated.
- **Examples:**
  - **Elon Musk (Tesla & SpaceX):** His clear goal—“Make humans a multi-planetary species”—guides SpaceX. Despite failures, every project moves toward that vision.
  - **Byju Raveendran (BYJU’S):** Set a clear goal to revolutionize learning by making education engaging and digital for millions of students in India. This clarity helped the company grow globally.

## Take Calculated Risks

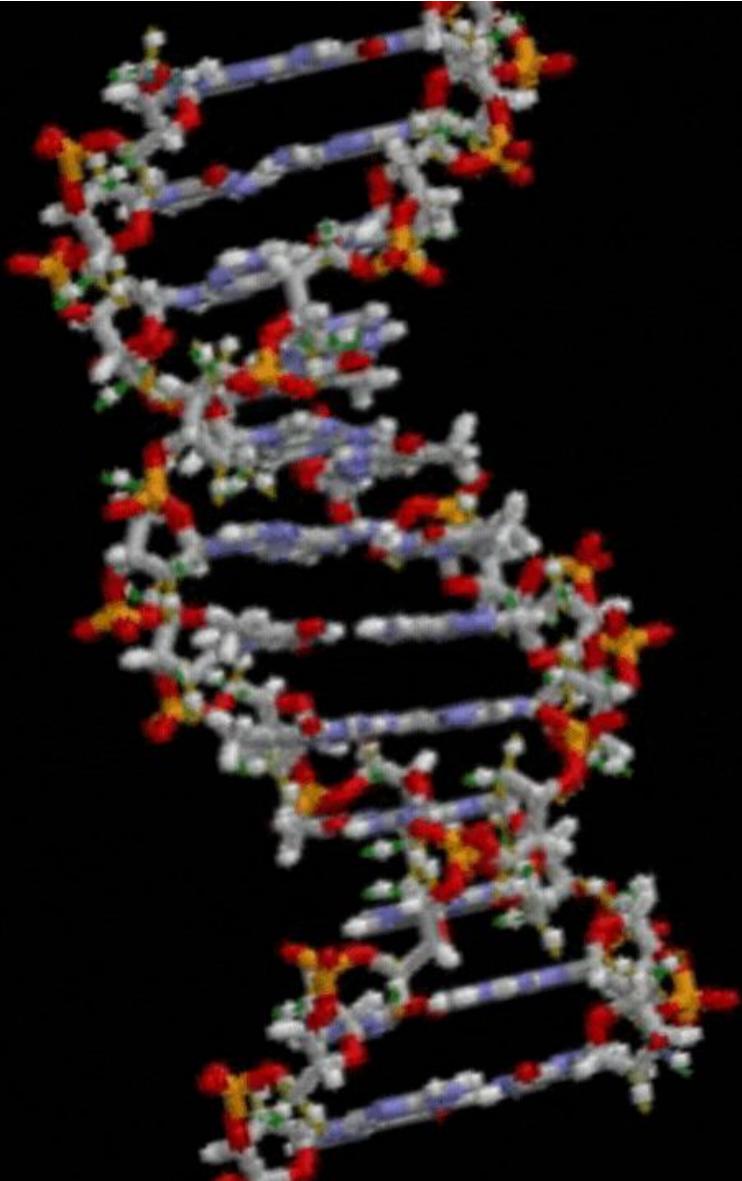
- Entrepreneurs take risks, but not blindly. They analyze data, evaluate consequences, and then act decisively.
- **Examples:**
  - **Ratan Tata:** Took a huge risk by launching the **Tata Nano** as the “world’s cheapest car.” Though commercially it struggled, it showed his boldness to innovate for Indian families.
  - **OYO Rooms (Ritesh Agarwal):** Took a calculated risk by standardizing budget hotels in India—a risky idea at the time—but it transformed OYO into a global chain.

# Creativity and Innovation

- Being different for the sake of being different may attract attention but that is not sufficient value. True creativity must deliver real value.



- **Knowledge**
  - Creativity is not about random ideas—it requires a base of knowledge.
  - Entrepreneurs must understand their domain, market, and customers.
  - *Example:* **Dr. APJ Abdul Kalam** combined deep knowledge in aerospace with creativity to build India's missile and satellite programs.
- **Imagination**
  - The ability to think beyond existing solutions and visualize possibilities.
  - *Example:* **Wright Brothers** imagined human flight when no one believed it was possible. Their imagination turned into the first airplane.
  - *Example (India):* **Ola Cabs** imagined using a mobile app to book taxis, solving the problem of unreliable city travel.
- **Evaluation**
  - Not every creative idea is valuable. Evaluation ensures that only practical, feasible, and useful ideas are implemented.
  - *Example:* **Google** constantly tests and evaluates new features (like Google Maps updates) before fully launching them.
  - *Example (India):* **Flipkart** evaluated customer behavior and introduced *Cash on Delivery*—a creative yet practical solution that boosted online shopping in India.



**CAN YOU LEARN  
CREATIVITY?  
OR ARE YOU  
BORN WITH IT?**

## Creativity as an Inborn Trait

- Some people are naturally imaginative, curious, and think differently.
- Example:
  - **Leonardo da Vinci** (painter, scientist, inventor) showed creativity from a very young age. His natural curiosity drove him to sketch inventions and study anatomy centuries ahead of his time.

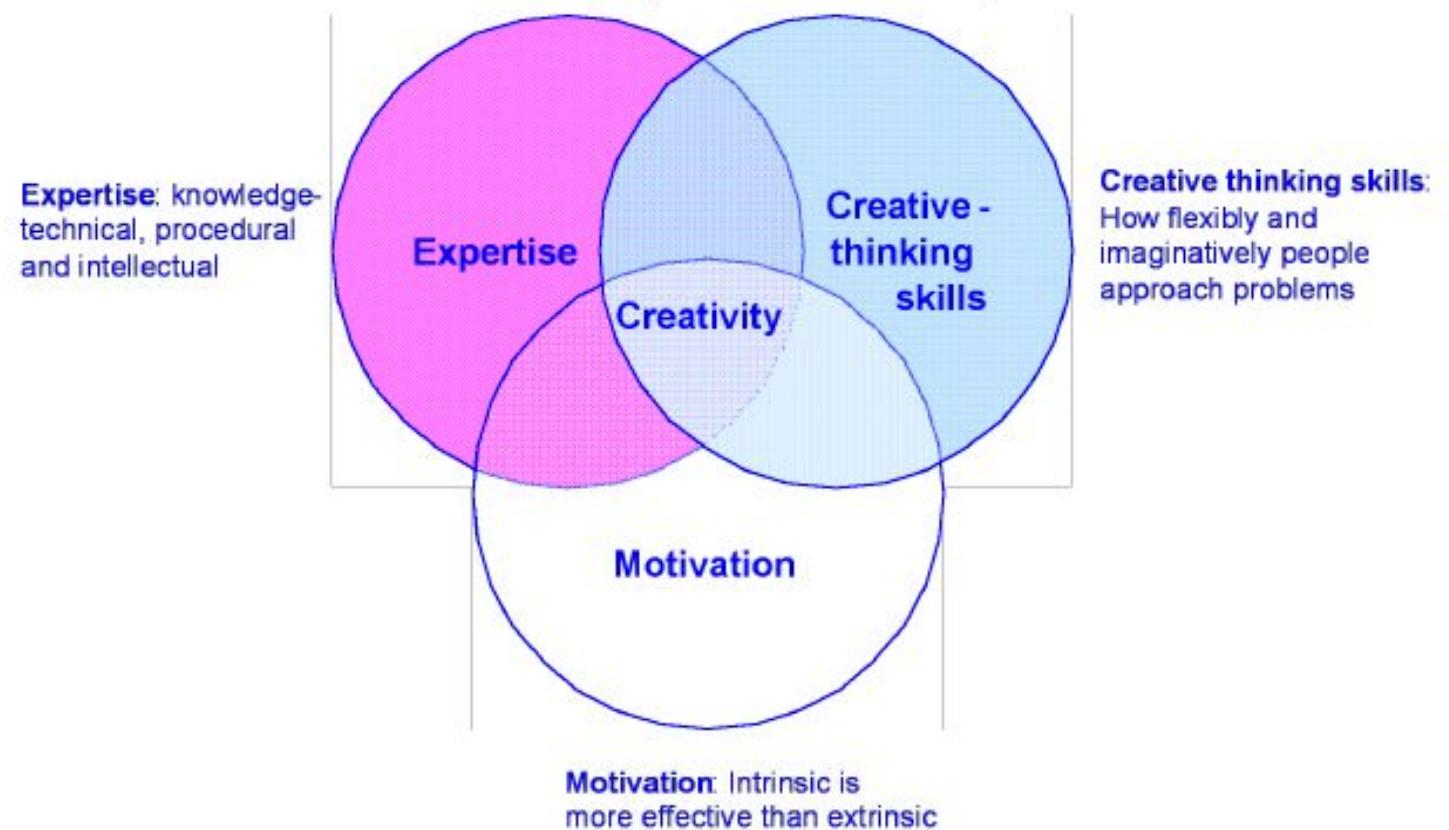


## Creativity as a Learned Skill

- Research shows creativity can be **developed and improved** with practice, exposure, and problem-solving.
- Creativity involves skills like observation, connecting ideas, experimentation, and reflection—all of which can be taught.
- Example:
- **Thomas Edison** said: “*Genius is 1% inspiration and 99% perspiration.*” His creativity in inventing the light bulb and phonograph came from continuous experiments and learning.
- **Elon Musk** wasn’t “born” knowing rocket science. He read books, learned from experts, and applied imagination to build SpaceX.

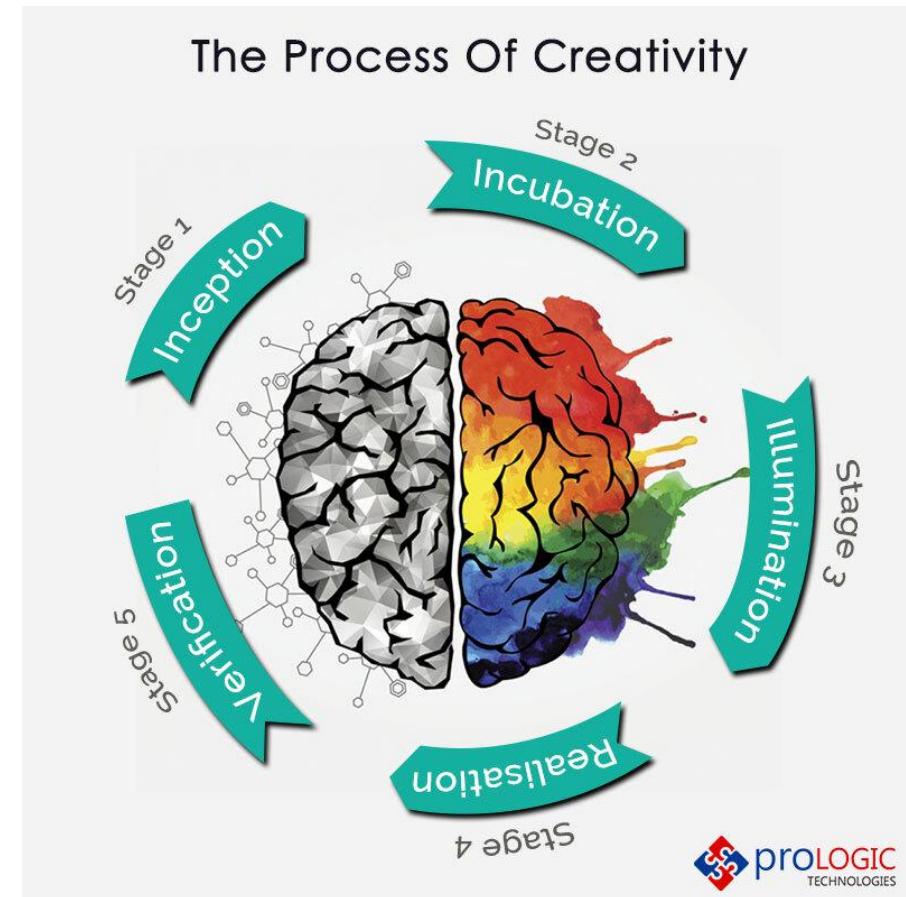
# Sources of Innovative & Creative Ideas

- Present & potential Consumers
- Existing Companies
- Raw material Providers
- Distributors & Retailers
- Research & Development
- Existing Employees



# Process of Creativity

- Stage I: Task Presentation
- Stage II: Preparation
- Stage III: Incubation
- Stage IV: Idea Validation
- Stage V: Outcome Assessment



## Stage I: Task Presentation

- Creativity begins with clearly understanding the problem you want to solve or the opportunity you want to explore. Without a well-defined task, creativity is directionless.
- **Key Point:** A good question/problem leads to good creative solutions.
- **Examples:**
- **Uber:** The founders, Travis Kalanick and Garrett Camp, once struggled to find a taxi in Paris. That frustration defined the problem: *“How to make getting a cab simple and reliable?”*
- **Amul (India):** Dr. Verghese Kurien identified the problem of farmers being exploited by middlemen and not receiving fair prices for milk. This challenge led to the world's largest dairy cooperative.

## Stage II: Preparation (Research and Information Gathering)

- **Meaning:** Once the problem is clear, the next step is to gather knowledge, analyze existing solutions, and study customer needs.
- **Key Point:** Preparation is like collecting raw material for creativity.
- **Examples:**
  - **Wright Brothers (Airplane):** They researched bird flight and studied earlier flying machines before building their glider.
  - **Flipkart (India):** Before scaling operations, they researched Indian consumer behavior and discovered that *Cash on Delivery* was essential to gain trust.

## Stage III: Incubation (Subconscious Processing)

- This is the stage where the mind unconsciously processes information, connects different ideas, and generates possibilities. It often happens during breaks, relaxation, or unrelated activities.
- **Key Point:** Creativity needs time; sometimes “not thinking” about the problem gives the best ideas.
- **Examples:**
  - **Isaac Newton:** After years of studying physics, the sight of a falling apple during leisure time helped him formulate the theory of gravity.
  - **Edison:** Known for taking short naps during experiments; sometimes, the solutions came to him after resting.
  - **Startup Example:** Founders often report their best ideas coming during travel, showers, or casual conversations.

## Stage IV: Idea Validation (Illumination + Testing)

- **Meaning:** The famous “Eureka!” or “Aha!” moment. Here, an idea emerges, and then it is tested for practicality and feasibility.
- **Key Point:** Not every idea works—validation ensures that the idea is actionable.
- **Examples:**
  - **Google (PageRank Algorithm):** Larry Page got the insight of ranking websites like academic citations. The idea was validated by building an early search engine that outperformed existing ones.
  - **Swiggy (India):** They tested their food delivery concept with just a few restaurants in Bengaluru before expanding nationally.
  - **Post-it Notes (3M):** Initially, the idea of a “low-stick adhesive” seemed useless, but validation with office workers showed huge demand.

## Stage V: Outcome Assessment (Implementation & Improvement)

- The final stage where the idea is put into practice, results are measured, and improvements are made. It is about learning from success or failure.
- **Key Point:** Creativity is an iterative cycle. Assessment leads back to refining the idea.
- **Examples:**
  - **Tesla:** The first electric cars faced criticism for short battery life. Through outcome assessment, Tesla improved technology and built a charging network—transforming the EV industry.
  - **Paytm (India):** Initially started as a mobile recharge app. Outcome assessment revealed customer demand for wider services → expanded to digital payments, banking, and stock trading.
  - **Dyson (Vacuum Cleaners):** James Dyson tested over **5,000 prototypes** before perfecting his bagless vacuum cleaner. Assessment of each prototype led to final success.

## TYPES OF CREATIVITY

- Spontaneous creativity
- Technical creativity
- Inventive creativity
- Innovative creativity
- Emergentive creativity

# Spontaneous Creativity

- Happens suddenly, without much planning—often like a “flash of inspiration”.
- **Examples:**
  - **Archimedes:** Discovered the principle of buoyancy while taking a bath.
  - **Newton:** Got the idea of gravity when he saw an apple fall.
  - **Indian Example:** Bhuvan Bam (BB Ki Vines) started making funny short videos spontaneously; it became a multi-crore YouTube brand.
  - **Art/Music:** A musician suddenly creates a melody while playing the guitar casually.

## Technical Creativity

- Creativity that uses technical knowledge, skills, or tools to solve problems or create something new.
- It requires expertise.
- **Examples:**
  - **Engineers at ISRO:** Used advanced technical skills to build *Mangalyaan* (Mars Orbiter Mission) at the lowest global cost.
  - **Edison's Light Bulb:** He applied electrical knowledge and tested thousands of filaments before success.
  - **TCS & Infosys:** Create AI-based technical solutions for global clients using deep IT expertise.
  - **Medical field:** Designing a new surgical robot or life-saving medical device.

# Inventive Creativity

- Coming up with something completely new that did not exist before.
- It requires imagination + experimentation.
- **Examples:**
  - **Wright Brothers:** Invented the first successful airplane.
  - **Alexander Graham Bell:** Invented the telephone.
  - **Indian Example:** Dr. Manjunath Phulari invented *MITRA robot* in 2020 to assist COVID-19 patients in hospitals.
  - **Everyday Example:** Inventing a new kitchen gadget (like a multi-use vegetable chopper).

# Innovative Creativity

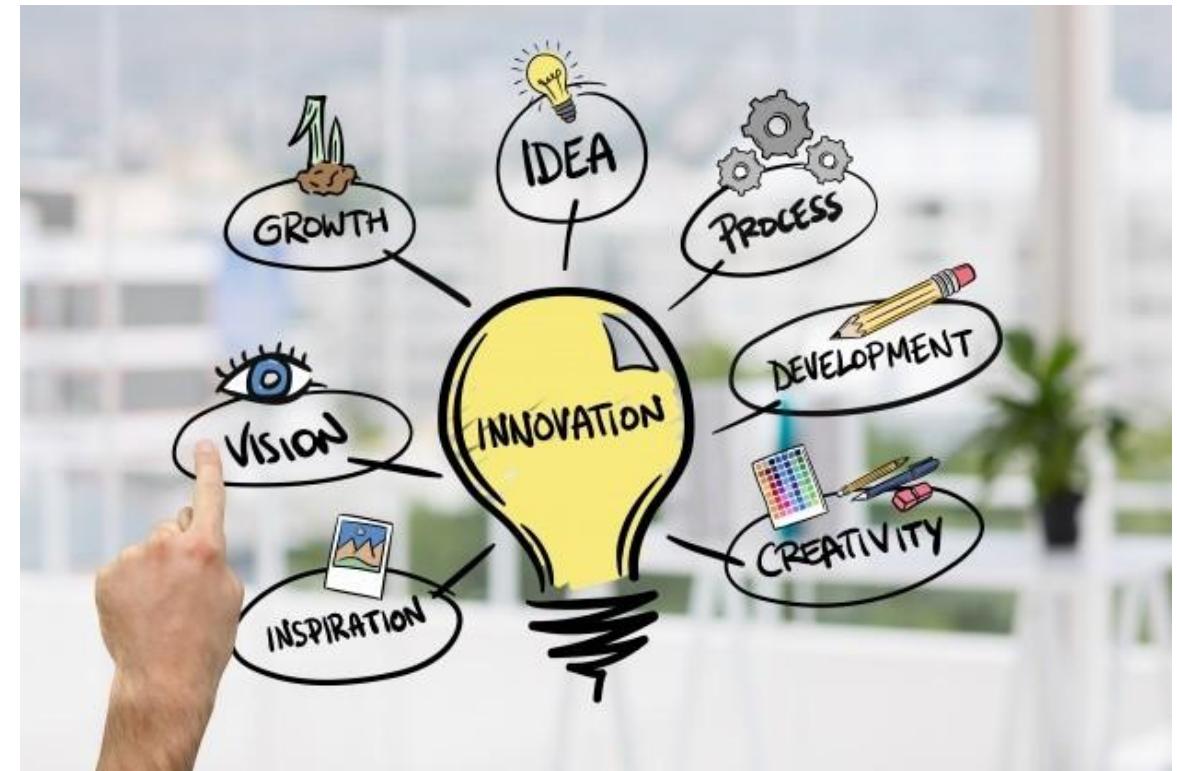
- **Meaning:** Improving or modifying existing ideas, products, or processes to make them better, cheaper, or more useful.
- **Examples:**
  - **Apple iPhone:** Didn't invent the phone but innovated by combining touchscreens, internet, and apps.
  - **Ola & Uber:** Didn't invent taxis, but innovated ride-booking using mobile apps.
  - **Amul (India):** Didn't invent milk, but innovated with packaged butter, cheese, and ice cream accessible to all.
  - **Tesla:** Innovated the electric car with high range + luxury + autopilot.
  - **Swiggy/Zomato:** Innovated food delivery by integrating restaurants + payments + real-time tracking.

## Emergent Creativity

- Creativity that arises unexpectedly from combining different ideas, technologies, or fields—something entirely new emerges.
- **Examples:**
  - **Google Search Engine:** Emerged by combining existing concepts of ranking + academic citation models.
  - **Blockchain Technology:** Emerged from combining cryptography + decentralized computing.
  - **Indian Example:** UPI (Unified Payments Interface) → Emerged as a revolutionary digital payment system by combining banking, mobile, and QR code technology.
  - **Social Media (Instagram, TikTok):** Emerged by mixing photography, short videos, and online communities.
  - **AI Tools (like ChatGPT):** Emerged from combining language processing + deep learning + big data.

# INNOVATION

- Innovation means not only doing new things, it is also doing things that are already existing in a new way.
- Innovation is the transformation of creative idea into useful applications but creativity is a prerequisite to innovation.
- Innovation is the specific tool of entrepreneurs.
- Innovation is the development process.



# INNOVATION

- **Innovation** is the process of creating new ideas, products, services, or processes that add value to customers and society.
- It goes beyond just invention (discovery of something new) → Innovation means **applying the idea into practice** to solve problems or meet needs.

## Example:

- *Invention*: Discovery of the bulb by Thomas Edison.
- *Innovation*: Using electricity to light homes, factories, and cities.

## Role of Innovation in Entrepreneurship

- Entrepreneurs use innovation to create unique business opportunities.
- It helps them **stand out in the market**, attract customers, and stay ahead of competitors.

### Examples in India:

- *OYO Rooms* → innovated by standardizing budget hotels.
- *BYJU's* → innovated education using animated app-based learning.
- *Amul* → cooperative model innovation, making milk affordable and available nationwide.

# Types of Innovation in Entrepreneurship

- **Product Innovation** → Creating new or improved products.
  - Example: Tata Nano (world's cheapest car).
- **Process Innovation** → New ways of producing/distributing products.
  - Example: Amazon's one-day delivery system.
- **Business Model Innovation** → Changing the way a company creates and captures value.
  - Example: Ola & Uber → App-based taxi booking.
- **Marketing Innovation** → New methods of promoting products.
  - Example: Zomato & Swiggy using AI-driven personalized recommendations.
- **Social Innovation** → Solving social problems with creative ideas.
  - Example: SELCO India providing solar lights to rural households.

## Steps in the Innovation Process

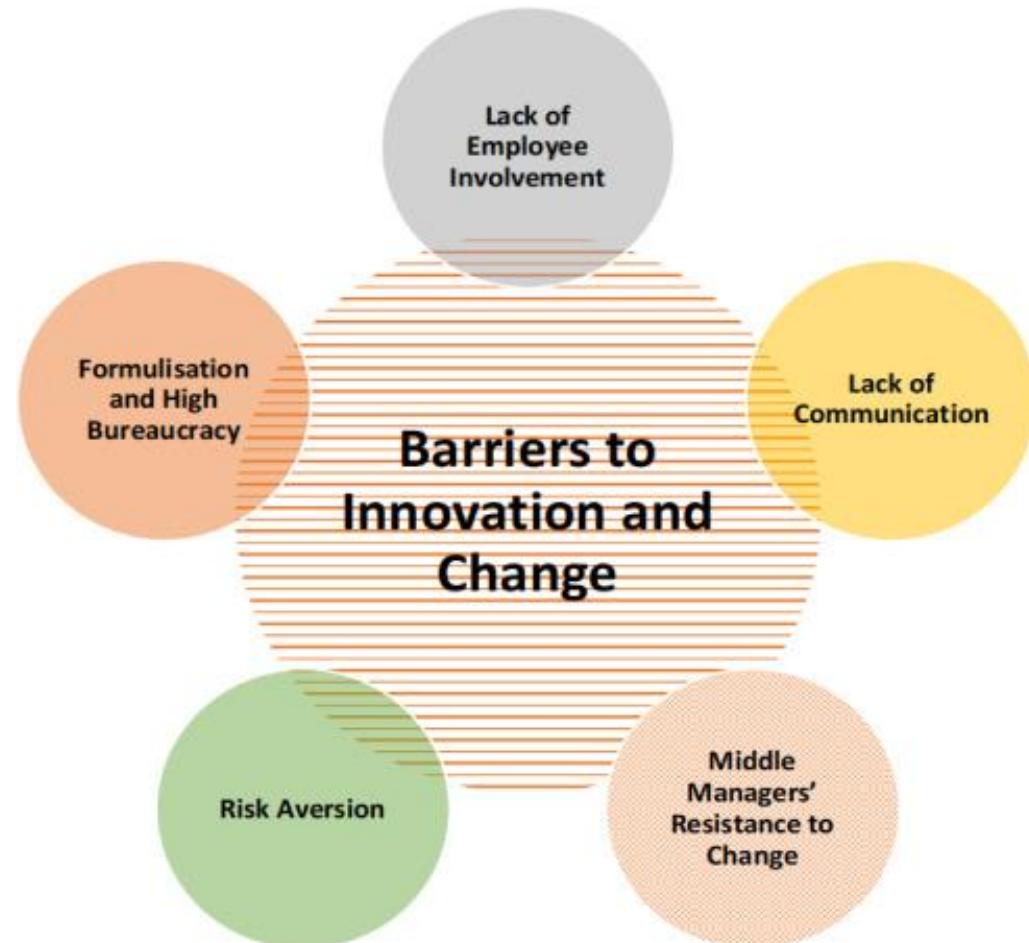
- **Idea Generation** : Brainstorming, identifying opportunities.
- **Idea Screening** :Selecting the most feasible idea.
- **Concept Development & Testing**: Creating prototypes or pilot projects.
- **Commercialization**: Launching into the market.
- **Diffusion**: Spreading innovation across customers & industries.

### Example:

- Paytm Wallet → Idea (cashless payments) → Testing (during small launches) → Commercialization (after 2016 demonetization) → Diffusion (mass adoption across India).

# Barriers to Innovation

- Lack of funds.
- Resistance to change.
- Limited technical knowledge.
- High competition.



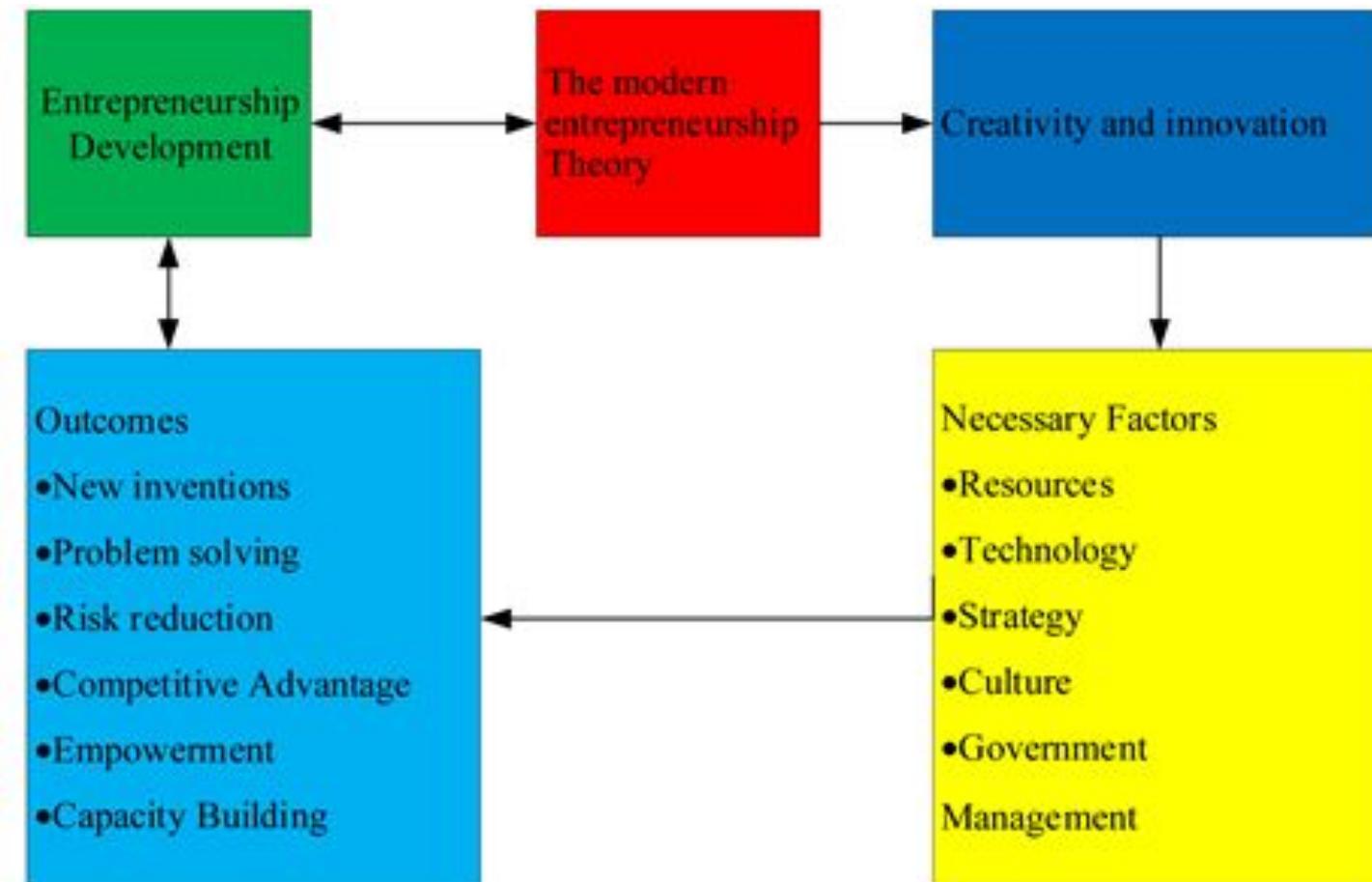
## Real-Life Case Studies

- **Dabbawala System in Mumbai:** Process innovation in food delivery (low cost, highly efficient, almost zero errors).
- **Ather Energy (EV startup):** Innovation in electric scooters with smart connectivity.
- **Jaipur Foot:** Social innovation providing affordable prosthetics.

# Characteristics of Innovations

- Innovations are the harbingers of change
- Innovations can take place at the spark of light or can take generation of experiments
- Innovations can be both revolutionary as well as extension to the existing products/services.
- Innovations provide a USP to a business.
- Innovations are action oriented i.e. active and searching new ideas.
- Innovations help in making the product, service or process simple and understandable.
- Innovations help in making the product, service or process customer based.
- Innovation is all about trying, testing and revising.

# Impact of Creativity and Innovation



Source: Author's Construct,  
2021

# Feasibility analysis

- Is the business logically achievable?
- Does current technology meet your needs?
- What are the risks?
- How will your products or service differ from what is on the market?
- What is the trajectory of the market?
- Do you have the finances to make the business achievable?
- Is there a time constraint for establishing the business?



# Components of Feasibility Studies

## Market Feasibility

- Target market
- Competition
- Market strategies

## Financial Feasibility

- Cost
- Revenue
- ROI

## Economic Feasibility

- Contribution to local economy
- Job creations
- Environmental impact

## Technical Feasibility

- Technical Requirements
- Resources
- Technology





# Institutional Support to Entrepreneurs

- Government institutions
- Financial institutions
- Training and development institutions
- Non-government organizations



## Government Institutions

- Small Industries Development Bank of India (SIDBI)
- National Bank for Agriculture & Rural Development (NABARD)
- National Small Industries Corporation (NSIC)
- National Institute for Entrepreneurship and Small Business Development (NIESBUD)
- Small Industries Development Organisation (SIDO)
- National Science & Technology Entrepreneurship Development Board (NSTEDB)
- Khadi and Village Industries Commission (KVIC)
- Atal Innovation Mission (AIM)

# Small Industries Development Bank of India (SIDBI)

- SIDBI is a financial institution established in **1990** under an Act of Parliament.

## Objectives of SIDBI:

- Provide **financial assistance** to MSMEs.
- Promote **entrepreneurship** and **employment generation**.
- Support **startups** and **innovation-based enterprises**.
- Facilitate **technology upgradation**, skill development, and market access.



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## Green Finance Loan

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Know More

## Project Loan

Apply Now

Know More

## Working Capital

Apply Now

Know More

# Eligibility

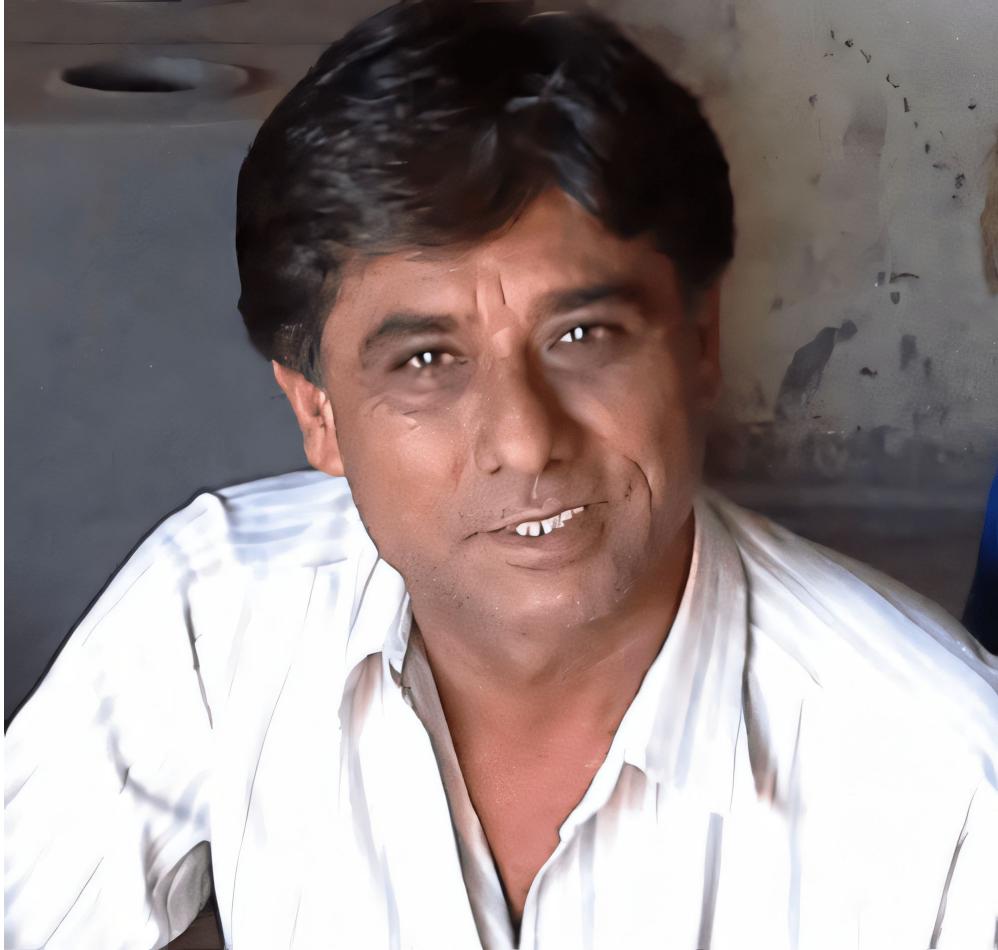
- MSME units in operation for at least three years.
- Mandatory Udyam & GST registration.
- No defaults to Bank/FIs.

- MSMEs executing projects/providing services, related to the activities i.e. Energy Efficiency, Renewable Energy, Compressed Bio Gas, Water & Waste Water Management, Solid Waste Management, E-Mobility, etc.
- Financing upto Rs. 50 crore subject to maximum of 75% of the total project cost.
- Repayment upto 10 years with moratorium upto 18 months.

- Minimum two years of operations along with audited accounts
- Cash profit in last audited financial results
- No defaults to Bank/FIs.
- Financing upto Rs. 50 crore subject to maximum of 80% of the project cost.
- Repayment upto 7 years with moratorium upto 2 years.

- New and existing entities who do not enjoy working capital facility from any other bank/ financial institution.
- Takeover of working capital accounts as a part of term loan takeover may be considered subject to standard guidelines.
- No defaults to Bank/FIs.

# From Clay to Clicks: The Story of MittiCool (Gujarat)



## Startups Benefited from SIDBI

- Tea Seller to CEO: A Woman's Journey in Assam
- From Smoke to Solar – The Surat Textile Story (solar rooftop loan scheme)
- **Ola** (ride-hailing) – received support under FFS.
- **FirstCry** (baby products e-commerce) – benefited from SIDBI-managed venture funding.
- **CureFit** (health & fitness) – received indirect funding support.
- **Ather Energy** (Electric Vehicles)
- **FreshToHome** (Online Fresh Meat & Seafood Delivery)

# National Bank for Agriculture & Rural Development (NABARD)

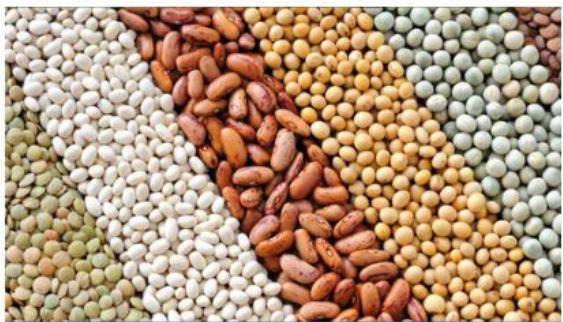
**Established:** 12 July 1982

**Headquarters:** Mumbai, Maharashtra

**Main Focus:** Agriculture, rural development financing, cottage industries, handicrafts and small-scale industries



## AGRICULTURAL PRODUCTIVITY



### Pulse Of The Nation

UTTAR PRADESH

Pilot Project For Augmenting Productivity  
Of Pulse Crops

[Read More](#)

### Banking On Linkage

CHATTISGARH

Supporting Cooperative Federations In  
Serving Farmers Better

[Read More](#)

### Planting Seeds Of Hope

HARYANA

Pilot Project For Augmenting Productivity  
Of Lead Crops

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### Mines To Water Reservoirs

UTTAR PRADESH

Innovative Utilisation Of Wastelands

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ALLIED AGRICULTURE



**Healing Touch**

KARNATAKA

Solution Of Health Issues Of Dairy Animals

[Read More](#)



**Milking Linkage For Success**

TAMIL NADU

Formation Of JLGs To Promote Dairy Activities

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**Starting Another White Revolution**

MADHYA PRADESH

Sustainable And Integrated Dairy Development

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**Saving A Rare Breed**

KERALA

Conservation Of Native Breeds Of Livestock

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## CLIMATE PROOFING



### Irrigating Rural India, Drip By Drip

MAHARASHTRA

Introduction Of Drip Irrigation System For Cultivation Of Sugarcane

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### Watershed For Livelihood

KARNATAKA

Climate-Proofing Of Agriculture

[Read More](#)



### Reaping Rich Rewards

TAMIL NADU

Ecological Conservation And Bio-Diversity Promotion

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### Value From Waste

TAMIL NADU

Management Of Vegetable Waste Through Vermicomposting

[Read More](#)

## Benefited Startups

- **Stellapps** 🐄 (Dairy-Tech Startup)
- **DeHaaat** 🌱 (Agritech Platform)
- **Arya.ag** 🚜 (Agri-Warehousing & Fintech Startup)
- **Agricx Lab** 📱 (AI for Agri Produce Grading)
- **Samhita** (Social Impact Agri Enterprise)

**One-stop dairy supply chain digitization via IOT.**

Learn how we do it

Cattle Monitoring

Milk Procurement

Cold Chain Management



**arya.ag's Successes**

<b>12634</b>	<b>2833</b>	<b>23.82 Lakh MT</b>
Listed warehouses	Warehouses managed by aryा	Active Storage

<b>₹ 1010 Cr (this FY)</b>	<b>11397 (this FY)</b>	<b>3.18 Lakh MT (this FY)</b>
Aryadhan disbursements	Total trades	Traded commodities

# National Small Industries Corporation (NSIC)

- **Established:** 1955 (under Ministry of MSME, Government of India).
- **Purpose:** To promote, aid, and foster the growth of **Micro, Small & Medium Enterprises (MSMEs)** and startups in India.
- **Tagline:** “*Promoting, Aiding & Fostering the Growth of Small Industries.*”
- NSIC acts as a **bridge between startups/MSMEs and larger opportunities** by providing **finance, raw material, technology, and market access.**

# Procedure for Startups/MSMEs to Engage with NSIC

- **Registration:**
  - Startups/MSMEs register under the **Single Point Registration Scheme (SPRS)**.
  - This gives them access to government purchases and tenders.
- **Apply for Schemes:**
  - Based on business type, startups can apply for **Raw Material Assistance, Marketing Assistance, or Incubation Programs**.
- **Get Support:**
  - NSIC connects startups with **banks, financial institutions, raw material suppliers, and buyers**.
  - Provides handholding for government procurement and global trade exposure.

## Startups Benefited from NSIC

- **Solar Town Energy** (Renewable Energy Startup)
- **Eolibrium Energy** (IoT-based Energy Management)
- **Grassroots Artisans & Handicraft Startups**
- **Incubated Entrepreneurs** (Food Processing, Packaging, Electronics)



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Celebrating 70 YEARS  
एन एस आई सी NSIC

## National Small Industries Corporation Ltd.

(A Government of India Enterprise)  
Facilitating the Growth of Small Enterprise since 1955

[www.nsicspronline.com](http://www.nsicspronline.com)  
**Single Point Registration Scheme**

COMpletely ONLINE

Provision for Online Verification of the Certificate by the user Agency  
Reputed Third Party Verification and Trust Seal  
MSEs can avoid multiplicity of Registration with various Govt. Department

CLICK HERE

What's New

New [Marching Ahead - NSIC Newsletter, Edition : August 2025](#)

New [MOU with Public/ Private Producers for the FY 25-26](#)

New [NSIC is seeking to explore potential business opportunities with MSMEs that manufacture products as per the attached list. The objective is to identify reliable MSME partners for distribution of various material manufactured by them.](#)

बड़ी प्रधानमंत्री बड़ी पहाड़ी  
मिनिस्टर ऑफ मिक्रो, स्माल और मीडियम एंटरप्रार्सेज  
GOVERNMENT OF INDIA  
मिनिस्टरी ऑफ मिक्रो, स्माल और मीडियम एंटरप्रार्सेज  
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES

Shri Jitan Ram Manjhi  
Hon'ble Minister  
(Ministry of MSME)

Sushri Shobha Karandlaje  
Hon'ble Minister of State  
(Ministry of MSME)

Social media icons: Smiley, Facebook, Twitter, YouTube

## Small Industries Development Organization (SIDO)

- Established: 1954, under the Ministry of Small Scale Industries (now known as the Ministry of Micro, Small & Medium Enterprises – MSME).
- Objective: To promote, support, and develop small-scale industries (SSIs) / MSMEs in India.
- Current name: Now known as MSME-Development and Facilitation Offices (MSME-DFOs).

## Functions of SIDO

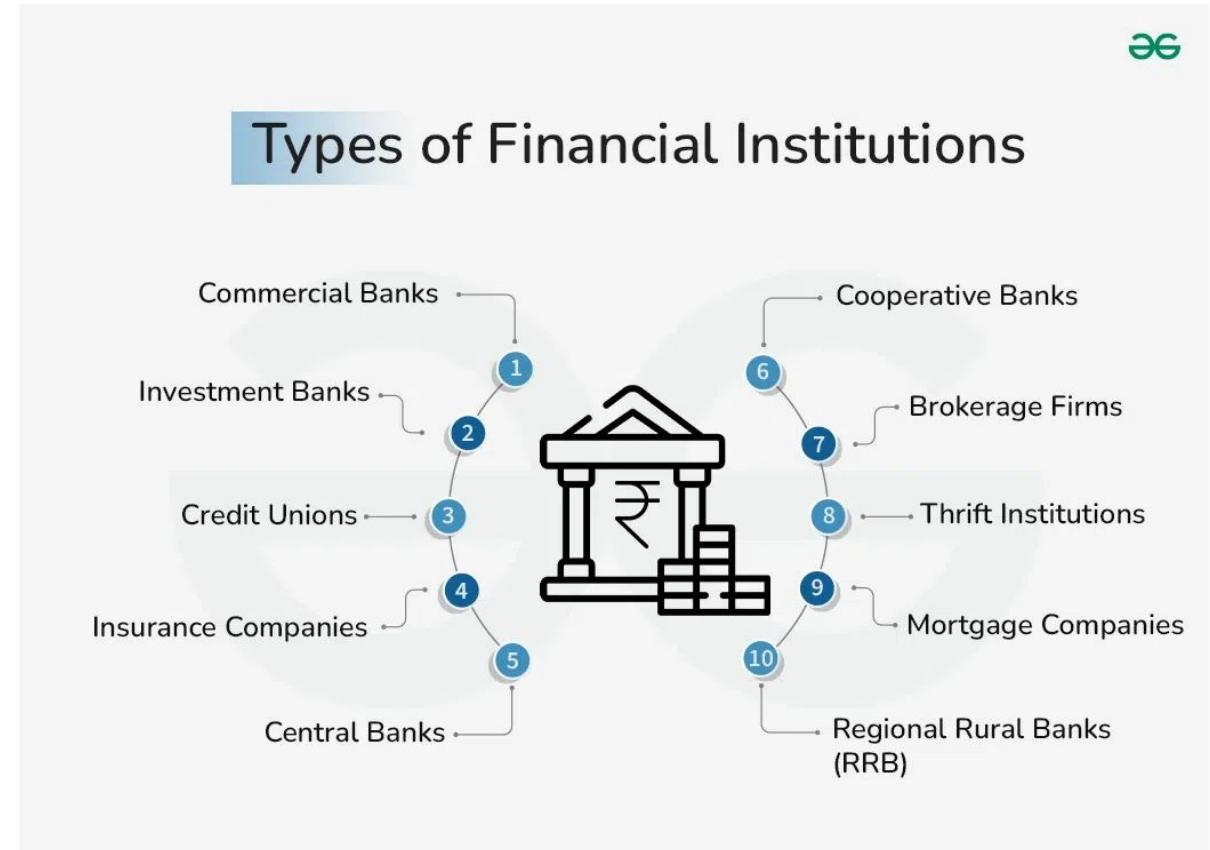
- **Policy Advisory:** Advises the government in policy-making for MSME growth.
- **Infrastructure Support:** Helps in setting up **tool rooms, testing centers, training institutes.**
- **Skill Development:** Conducts **entrepreneurship training programs.**
- **Technology Upgradation:** Assists MSMEs in adopting modern technology.
- **Market Support:** Organizes trade fairs, exhibitions, and marketing support schemes.
- **Cluster Development:** Promotes industrial clusters like textile hubs, auto-component hubs, etc.

## Examples

- **Coir Industry in Kerala:** SIDO supported small-scale coir rope-making units by providing modern machinery and marketing support. Now, Kerala's coir products are exported worldwide.
- **Moradabad Brassware Cluster (U.P.):** Small brass handicraft businesses got training and design support under SIDO. Today, Moradabad is famous as “**“Peetal Nagri” (Brass City)** and exports brass items globally.
- **MSME Tool Rooms (like Indo-German Tool Room, Ahmedabad):** These centers, developed under SIDO, train thousands of engineers and entrepreneurs in precision tools and modern manufacturing.

# Financial Institutions

- The National Institute for Entrepreneurship and Small Business Development (NIESBUD).
- The Entrepreneurship Development Institute of India (EDII).
- Industrial Development Bank of India (IDBI).
- Small Industries Development Bank of India (SIDBI)



## Training and Development Institutions

- Entrepreneurship Development Institute of India (EDI)
- the National Institute for Entrepreneurship and Small Business Development (NIESBUD)
- Small Industries Service Institutes (SISIs)
- Indian Institutes of Management (IIMs)
- the National Institute for Micro, Small and Medium Enterprises (NiMSME)

## Non-government Organizations

- Indian Council of Small Industries (ICSI)
- Laghu Udyog Bharti (LUB)
- The Indus Entrepreneurs (TiE)



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