



ಪಿಇಎಸ್ ಇನ್ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್  
ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾಲಯಕ್ಕೆ ಸಂಯೋಜಿತವಾಗಿದೆ, ಕರ್ನಾಟಕ ಸರ್ಕಾರದಿಂದ ಗುರುತಿಸಲ್ಪಟ್ಟಿದೆ.  
UGC ಯಿಂದ 2(f) ಮತ್ತು 12B ಅಡಿಯಲ್ಲಿ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ "A" ಗ್ರೇಡ್‌ನೊಂದಿಗೆ NAAC ನಿಂದ ಗುರುತಿಸಲ್ಪಟ್ಟಿದೆ  
ಎನ್‌ಎಲ್ - 206, ಸಾಗರ್ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204



## PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES

Affiliated to Kuvempu University, Recognized by Govt. of Karnataka  
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AISHE Code: C - 17806

Date: 02/07/2024

## PG Department of Commerce

### Sankalpa Forum

### Report on World MSME Day - 2024



Prerana Educational and Social Trust (R)  
**PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES**  
NH-206, SAGAR ROAD, SHIVAMOGGA-577204



Affiliated to Kuvempu University, Recognized by UGC under 2(f) and 12(B), Accredited by NAAC with A Grade

PG Department of Commerce in Association with District Industrial Centre (DIC)  
On the Occasion of World MSME Day 2024

Organizing

## AWARENESS PROGRAM ON



## DIC - SCHEMES & SELF EMPLOYMENT OPPORTUNITIES

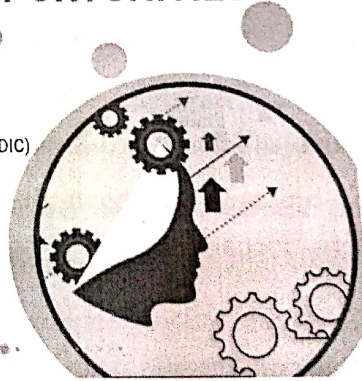
RESOURCE PERSON

**Shri. Veeresh Naik**

DEPUTY DIRECTOR  
DISTRICT INDUSTRIAL CENTRE (DIC)  
SHIVAMOGGA

PESIAMS SEMINAR HALL

27-06-2024 | 10.00AM



The PG Department of Commerce at PES Institute of Advanced Management Studies (PESIAMS) collaborated with the District Industries Centre (DIC) to commemorate World MSME Day on June 27th, 2024. The event aimed to educate students and aspiring entrepreneurs about the different schemes and self-employment opportunities provided by District Industries Centre (DIC).



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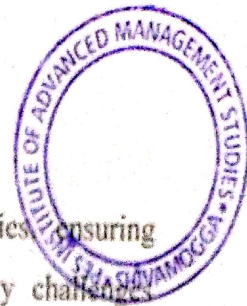
## Objective:

- To educate participants, especially students and aspiring entrepreneurs, about the schemes and opportunities available through the District Industries Centre (DIC).
- To empower individuals with essential knowledge and resources required to initiate and maintain micro, small, and medium enterprises (MSMEs).
- To foster awareness and understanding of DIC's role in supporting entrepreneurial ventures and economic growth.
- To equip attendees with insights into accessing financial and non-financial assistance

## Session Highlights:

During the session, Shri. Veeresh Naik, Deputy Director of DIC Shivamogga, delivered a detailed and insightful overview of the District Industries Centre's (DIC) initiatives, emphasizing several critical aspects:

- ✦ **Schemes:** He provided a comprehensive explanation of the diverse array of financial and non-financial schemes available to MSMEs. This included a detailed breakdown of subsidies, incentives, and support mechanisms aimed at fostering growth and innovation within the sector. He highlighted specific schemes that cater to technology adoption, encouraging participants to leverage these opportunities to enhance operational efficiency and competitiveness.
- ✦ **Self-Employment Opportunities:** The session included practical guidance on identifying viable business opportunities suitable for aspiring entrepreneurs. Sri. Veeresh Naik discussed methodologies for project selection, emphasizing criteria such as market demand, feasibility, and sustainability. He underscored the DIC's role in providing assistance for business plan preparation, helping participants navigate the initial stages of setting up their enterprises effectively.
- ✦ **Regulatory Framework:** Participants gained valuable insights into the regulatory landscape governing MSMEs. Shri. Veeresh Naik outlined the registration process, highlighting key statutory requirements and compliance norms that entrepreneurs must adhere to when establishing and operating their businesses. This segment of the



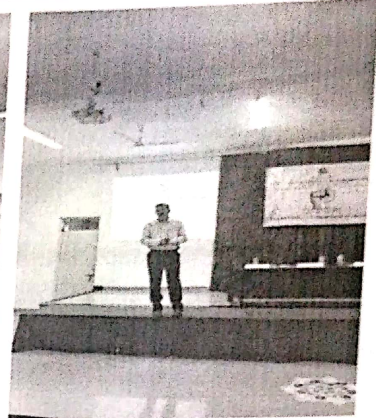
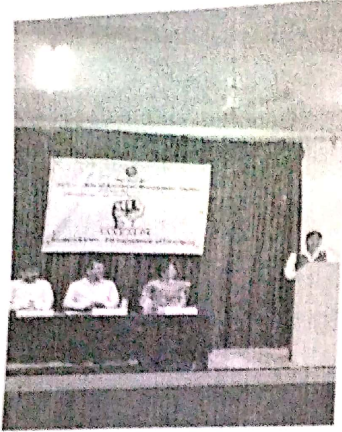
session aimed to clarify legal obligations and procedural intricacies. Ensuring participants were well-informed and prepared to navigate regulatory challenges confidently. The session was highly informative and interactive, enabling attendees to grasp the practical implications of DIC's initiatives and understand how these resources can be strategically utilized to foster entrepreneurship and economic development within the region. His expertise and comprehensive approach provided participants with a solid foundation of knowledge essential for navigating the complexities of starting and managing MSMEs successfully.

### **Outcome:**

The session proved to be highly informative and interactive, with participants actively engaging in discussions and seeking clarifications on specific schemes and procedural aspects. Students and aspiring entrepreneurs gained valuable insights into the practical aspects of establishing and operating MSMEs, which are crucial for fostering entrepreneurial spirit and economic development in the region.

### **Conclusion:**

The MSME Day event organized by the PG Department of Commerce in collaboration with DIC Shivamogga was a resounding success. It not only raised awareness about the DIC's schemes and self-employment opportunities but also inspired participants to explore entrepreneurship as a viable career option. The event underscored the importance of continuous collaboration between educational institutions and government bodies like DIC in nurturing a conducive ecosystem for MSMEs. Such initiatives are essential for harnessing the potential of MSMEs to drive inclusive growth and employment in our economy. This event would not have been possible without the enthusiastic participation of students, faculty members, and the valuable insights shared by Shri. Veeresh Naik, from DIC Shivamogga. The PG Department of Commerce looks forward to organizing more such informative sessions to empower future entrepreneurs and contribute to the socio-economic development of our region.



## ಸರ್ಕಾರದ ಸೌಲಭ್ಯ ಬಳಸಿಕೊಂಡು ಉದ್ಯಮಿಗಳಾಗಿ: ವೀರೇಶ್ ನಾಯ್ಕ

**ಶಿವಮೊಗ್ಗ:** ಯುವಕರು ಸರ್ಕಾರ ನೀಡುವ ವಿಶೇಷ ಸೌಲಭ್ಯಗಳನ್ನು ಬಳಸಿ ಕೊಂಡು ಯಶಸ್ವಿ ಉದ್ಯಮಿಗಳಾಗಬಹುದು ಎಂದು ಜಿಲ್ಲಾ ಕೈಗಾರಿಕಾ ಕೇಂದ್ರದ ಉಪ ನಿರ್ದೇಶಕ ವೀರೇಶ್ ನಾಯ್ಕ ಹೇಳಿದರು.

ಇಗರದ ಪಿ.ಎಸ್.ಐ.ಎಂ.ಎಸ್.ಎಸ್. ಕಾಲೇಜಿನ ಸ್ನಾತಕೋತ್ತರ ವಾಣಿಜ್ಯ ವಿಭಾಗದ ಸಹಾಯೋಗದಲ್ಲಿ ವಿಶ್ವ ಎಂಎಸ್.ಎಮ್.ಎ. ಡಿಪಾರ್ಟ್‌ಮೆಂಟ್ ಅಂಗವಾಗಿ ಆಯೋಜಿಸಿದ್ದ ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಮಾತನಾಡಿದರು.

ರಾಜ್ಯ ಸರ್ಕಾರ ಕೈಗಾರಿಕೆಗಳಿಗೆ ಮತ್ತು ಮೊಸ ಉದ್ಯಮಗಳನ್ನು ಆರಂಭಿಸುವವರಿಗೆ ಅನುಕೂಲವಾಗುವ ನಿಟ್ಟಿನಲ್ಲಿ 13-08-2020 ರಂದು 2020-25 ರ ಮೊಸ ಕೈಗಾರಿಕಾ ನೀತಿಯನ್ನು ಘೋಷಣೆ ಮಾಡಿದೆ. ಕೈಗಾರಿಕಾ ಕ್ಷೇತ್ರದಲ್ಲಿ ಹೂಡಿಕೆಯಾದ ಹೊಸ ಒಂದನೇನೇ ಉತ್ತೇಜನ ನೀಡುವ ನಿಟ್ಟಿನಲ್ಲಿ ವಿಶೇಷ ಉದ್ಯೋಗಗಳನ್ನು ಸಹ ಘೋಷಿಸಿದೆ. ಕರ್ನಾಟಕ ಕೈಗಾರಿಕಾ ನೀತಿ 2020-25ರ ಪ್ರಕಾರ ಕರ್ನಾಟಕ ರಾಜ್ಯವನ್ನು 03 ವಲಯಗಳನ್ನಾಗಿ ವಿಂಗಡಿಸಿದೆ ಎಂದರು.

ಆಯಾ ತಾಲೂಕುಗಳ ಅಭಿವೃದ್ಧಿ ಆಧಾರದಲ್ಲಿ ಹೆಚ್ಚು ಹಿಂದುಳಿದ ತಾಲೂಕುಗಳು, ಹಿಂದುಳಿದ ತಾಲೂಕುಗಳು ಮತ್ತು ಮುಂದುವರಿದ ತಾಲೂಕುಗಳು

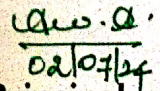


ಎಂದು ವಿಂಗಡಿಸಲಾಗಿದೆ. ರಾಜ್ಯದ ಯಾವುದೇ ಜಿಲ್ಲೆಗಳಲ್ಲಿ ಉದ್ಯಮವನ್ನು ಆರಂಭಿಸುವವರಿಗೆ ಕೈಗಾರಿಕಾ ನೀತಿಯ ಅನ್ವಯ ಸಹಾಯಧನ, ಪ್ರೋತ್ಸಾಹ ಧನ, ಉತ್ತೇಜನ ಮತ್ತು ಉದ್ಯೋಗ ಅನುಕೂಲಗಳನ್ನು ಕನಿಷ್ಠ ನೀಡುತ್ತದೆ ಎಂದರು.

ಸಮಗುಂಪದ ಅಧ್ಯಕ್ಷತೆ ವಹಿಸಿದ್ದ ಕಾಲೇಜಿನ ಪ್ರಾಂಶುಪಾಲರಾದ ಡಾ. ಅರುಣಾ ಮಾತನಾಡಿದರು. ವೇದಿಕೆಯಲ್ಲಿ ಸ್ನಾತಕೋತ್ತರ ವಾಣಿಜ್ಯ ಶಾಸ್ತ್ರ ವಿಭಾಗದ ಮುನ್ಸಿಪ್ಪ ಡಾ. ಎಸ್.ಡಿ. ದಿಲೀಪ್‌ಕುಮಾರ್ ಉಪಸ್ಥಿತರಿದ್ದರು.

  
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ಶಿವಮೊಗ್ಗ ಜಿಲ್ಲಾ ಸರ್ಕಾರಿ ಹೈಸ್ಕೂಲಿನಲ್ಲಿ ಇದ್ದು, ಶಿವಮೊಗ್ಗ ಜಿಲ್ಲಾ ಸರ್ಕಾರದ ಅಧೀನದಲ್ಲಿ ಇದೆ  
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Date: 27-06-2024

**PG Department of Commerce**

**Attendance for Awareness program on DIC -schemes & Self Employment Opportunities**

Class: II M. Com

Sl.No	Reg. No.	Name of the student	Signature
1.	P06PE22C012001	RAKSHITHA T G	
2.	P06PE22C012003	SHIKHA K SHETTY	Shikha K Shetty
3.	P06PE22C012004	AISHWARYA S S	Aishwarya S S
4.	P06PE22C012005	M S HARSHITHA	Harshitha
5.	P06PE22C012006	PREETHI H B	Preethi H.B
6.	P06PE22C012007	USHA D U	Usha D.U
7.	P06PE22C012010	NIVYA K NAIK	Nivya
8.	P06PE22C012011	NIMRA NAZEEN	
9.	P06PE22C012012	CHANDANA U C	Chandana uc
10.	P06PE22C012013	SIMRAN SHUHAB S	Simran
11.	P06PE22C012014	RUZAINA BADAR	Ruzaina
12.	P06PE22C012016	SHAHZADBI Z KHAZI	Shahzadbi
13.	P06PE22C012017	SIMRAN A JAMKHANI	Simran
14.	P06PE22C012019	SONIYA PATEL S	Soniya
15.	P06PE22C012020	SHWETHA M	Shwetha M.
16.	P06PE22C012021	MUSKAN MATHEEN	Muskan M.
17.	P06PE22C012022	SHAGUFTA NAAZ	Naaz
18.	P06PE22C012023	DEEPASHREE	Deepashree
19.	P06PE22C012024	SAHANA K	Sahana K
20.	P06PE22C012025	SNEHA G	Sneha G

21.	P06PE22C012026	MADHUMATI D	<u>Madhumathi</u>
22.	P06PE22C012027	SHRAVANA N	<u>Shravana. N</u>
23.	P06PE22C012028	SHRIKANTH N K	<u>Shrikanth</u>
24.	P06PE22C012029	ANUSHREE H S	<u>Anushree</u>
25.	P06PE22C012030	SYED ABDUL SATTAR	<u>Yasser</u>
26.	P06PE22C012031	SAHANA T K	<u>Saha</u>
27.	P06PE22C012033	YUGHANDINI	<u>yughandini.R</u>
28.	P06PE22C012034	SUDEEP	<u>Sudeep</u>
29.	P06PE22C012035	GANASHREE	<u>Ganashree.SN</u>
30.	P06PE22C012036	SINDHU	<u>Sindhu H</u>
31.	P06PE22C012037	ANJALI	<u>Anjali</u>
32.	P06PE22C012038	PRASHANTH	<u>Prashanth</u>
33.	P06PE22C012039	MANOJ R	<u>Manoj.R</u>

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in Coordinator

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Date: 27-06-2024

PG Department of Commerce

Attendance for Awareness program on DIC - schemes & Self Employment  
Opportunities

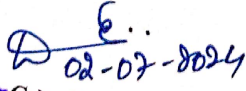
Class: I M.Com

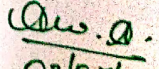
Sl.No	Reg. No.	Name of the student	Signature
1	P06PE23C012001	BIBI FATHIMA	
2	P06PE23C012002	KEHKASHAN KHANUM	
3	P06PE23C012003	ANUSHA P V	
4	P06PE23C012004	TEJASWINI E V	
5	P06PE23C012005	SANDY K J	
6	P06PE23C012007	SURYA VENKATESH	
7	P06PE23C012008	BHOOMIKA V N	
8	P06PE23C012009	SARIKA S	
9	P06PE23C012010	ALIYA MUSKAN	
10	P06PE23C012011	SHARIBA TASNEEM NOOR	
11	P06PE23C012013	AFREENA B	
12	P06PE23C012014	AMRUTHA B	
13	P06PE23C012015	NIKHITHA H S	
14	P06PE23C012016	RUMANA TAHZAIN	



15	P06PE23C012017	SHIZAN NAZIRA	Shizan Nazira
16	P06PE23C012018	MOHAMMED SHAID	
17	P06PE23C012019	SYEDA AYESHA SIDDIQHA	Ayeshah
18	P06PE23C012020	BHOOMIKA B S	Bhoomika
19	P06PE23C012021	SNEHA K S	
20	P06PE23C012022	ANUSHA P M	Anusha P M
21	P06PE23C012023	DEEPIKA R	Deepika R
22	P06PE23C012024	DIVYA T N	Divya T N
23	P06PE23C012025	FOUZIYA	Fousiya
24	P06PE23C012026	HAFIZA NOORAIN	Noorain
25	P06PE23C012027	RUDRESH K	Rudresh K
26	P06PE23C012028	SNEHA A	Sneha A
27	P06PE23C012029	VARSHINI N	Varshini N
28	P06PE23C012030	NAMITHA K R	Namitha K R
29	P06PE23C012031	POORVIKA D S	Poorvika D S
30	P06PE23C012032	SUKESH R	
31	P06PE23C012033	RAKSHITHA S	Rakshitha S

  
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ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ  
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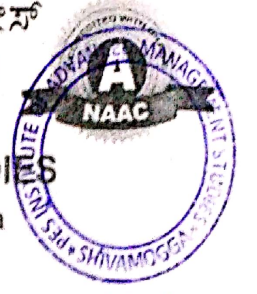
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Date: 27/06/2024

Ref no: 106/2024-25

## Letter of Gratitude and Appreciation

Shri. Veeresh Naik  
Deputy Director  
District Industries Centre  
Shivamogga

Respected Sir,

Please accept our sincere gratitude for the highly valuable special talk on "DIC Schemes and Self-Employment Opportunities" organized by PG Department of Commerce in association with DIC Shivamogga, PES Institute of Advanced Management Studies, Shivamogga, on 27<sup>th</sup> June 2024.

We appreciate you for the precious time, efforts and knowledge shared with our students in making the session as success. We look forward to have continued association with us in our future endeavors.

Thanking You,

Yours faithfully,

*Received original*  
*[Signature]*  
27/6/2024

*[Signature]*  
27/06/24  
Principal  
Principal  
PES Institute of Advanced  
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SHIVAMOGGA-577204





ಪಿ.ಇ.ಎಸ್. ಇನ್ ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್  
 ಕವಿಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಯಲ್ಲಿ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾರ್ಗದರ್ಶನದಲ್ಲಿ  
 ಎನ್.ಎಚ್ - 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204



PES LAMS

**PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES**

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Date: 25 June 2024

To  
 Shri. Veeresh Naik  
 Deputy Director  
 District Industrial Centre  
 Shivamogga

Dear Sir,

**Subject: Invitation to be a Resource Person on the Occasion of World MSME Day -2024**

We write to extend a warm invitation to you to join us as a distinguished resource person for the celebration of World MSME Day on 27 June 2024. This event will be organized by the Post Graduate Department of Commerce at PES Institution of Advanced Management Studies, located on Sagar Road, Shivamogga. As the Deputy Director of the District Industrial Centre in Shivamogga, your extensive knowledge and experience in the field of Micro, Small, and Medium Enterprises (MSMEs) are highly esteemed. Your insights on the challenges and opportunities facing MSMEs would greatly benefit our students and faculty, providing them with a deeper understanding of the industry and inspiring future entrepreneurs. The event is scheduled to commence at 10:00 AM, and we would be honoured if you could deliver a keynote address and engage in an interactive session with our students. Your participation will undoubtedly add significant value to the occasion and contribute to the success of our event.


We kindly request you to confirm your acceptance at your earliest convenience.

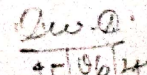
Thank you for considering our invitation. We look forward to your positive response and to the privilege of hosting you at our institution.

Yours sincerely,

  
 25-06-2024  
 Coordinator  
 Co-ordinator

P.G. Department of Commerce  
 PES Institute of Advanced Management Studies,  
 NH-206, Sagar Road, SHIVAMOGGA-577 204.

  
 25/6/2024

  
 25/06/24  
 Principal

Principal  
 PES Institute of Advanced  
 Management Studies  
 NH 206, Sagar Road  
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