

# A Seminar on

## Empowering MSMEs and Startups: Navigating Financial Funding Opportunities

### Activity Report

Academic Year	2024-25
Program Driven by	A Seminar on Empowering MSMEs and Startups: Navigating Financial Funding Opportunities
Quarter	I
Program / Activity Name	A Seminar on Empowering MSMEs and Startups: Navigating Financial Funding Opportunities
Program Type	
Program Theme	Innovation and startups
Start Date	12/09/2024
End Date	12/09/2024
Duration of the Activity (in Mins)	180 approx 3 hrs
Number of Student Participant	150
Number of Faculty Participant	5
Number of external Participant	--
Expenditure Amount in Rs.	1000/-
Any Remark	--
Mode of Session Delivery	Offline
Objective	To introduce participants to government and private funding schemes available for MSMEs and startups
Benefit in terms of Learning / Skills / Knowledge obtained	Participants gained a clear understanding of various funding options and their benefits.
Feedback	
Video url (mp4)	
Photograph 1 (jpg)	Attached
Photograph 2 (jpg)	Attached
Overall report of the Activity (pdf)	As given below





**SSBT's College of Engineering and Technology, Bambhori Jalgaon**  
**(Included under section 2 (f) and 12(B) of the UGC Act, 1956)**  
**Grade A (3.14) NAAC Accredited**



Dr. P. H. Zope

Convener IIC



## Introduction



The seminar titled "**MSMEs and Startups Financial Funding**" was organized to provide insights into the various financial resources, schemes, and strategies available to Micro, Small, and Medium Enterprises (MSMEs) and startups. The primary goal was to empower budding entrepreneurs and business owners with knowledge of funding options, application processes, and financial management.

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## Objectives

1. To introduce participants to government and private funding schemes available for MSMEs and startups.
  2. To explain the significance of financial literacy and management for sustainable business growth.
  3. To provide guidance on accessing venture capital, angel investment, and crowdfunding.
  4. To encourage networking and collaboration among attendees, industry experts, and financial institutions.
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## Seminar Highlights

### 1. Keynote Address

The seminar began with a keynote address by Ms. Neha Patel, who emphasized the role of MSMEs and startups in driving economic growth and innovation. The speaker highlighted success stories and the importance of strategic financial planning.

### 2. Topics Covered

The seminar featured multiple sessions, each focusing on a critical aspect of financial funding:

- **Session 1: Government Schemes and Subsidies**
  - Overview of schemes such as PMEGP, Stand-Up India, Mudra Loans, and SIDBI support programs.
  - Eligibility criteria and the application process.
- **Session 2: Funding Options for Startups**
  - Insights into venture capital, angel investment, and seed funding.
  - Understanding equity versus debt financing.
- **Session 3: Banking and Financial Institutions Support**
  - Role of public and private banks in MSME funding.
  - Case studies on successful MSMEs funded by financial institutions.
- **Session 4: Innovative Financing Methods**
  - Crowdfunding platforms and their potential for startups.
  - Role of fintech solutions in securing business loans.

### 3. Panel Discussion

A dynamic panel discussion featured industry leaders, financial experts, and successful entrepreneurs. Key points discussed included:

- Overcoming funding challenges.
- Building investor trust.
- Strategies for scaling businesses sustainably.

#### 4. Interactive Q&A Session

Participants had the opportunity to ask questions and clarify doubts about funding processes, eligibility, and best practices for securing financial support.

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### Participation

- **Total Attendees:** [Insert Number of Attendees]
  - **Target Audience:** Budding entrepreneurs, MSME owners, students, and faculty members interested in business and entrepreneurship.
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### Outcomes

1. **Increased Awareness:** Participants gained a clear understanding of various funding options and their benefits.
  2. **Skill Development:** Attendees were equipped with strategies to prepare strong funding proposals and business plans.
  3. **Networking Opportunities:** The event facilitated connections between participants, experts, and financial institutions.
  4. **Feedback:** [Insert any feedback highlights, such as positive reviews or suggestions for improvement.]
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### Conclusion

The seminar on **MSMEs and Startups Financial Funding** was a resounding success, achieving its goal of empowering participants with essential knowledge and resources. The event emphasized the importance of financial planning and introduced attendees to a wide array of funding opportunities, fostering growth and innovation in the entrepreneurial ecosystem.