

## One day Industrial Motivational Campaign at ICFAI University Meghalaya – January 03, 2016

A one day Industrial Motivational Campaign was held at ICFAI University Meghalaya, Tura campus on 22nd January' 2016 with an objective to enlighten the young minds on the prospects of entrepreneurship in Garo hills.

The programme was organized by Micro, Small & Medium Enterprise Development Institute, Tura unit (MSME) , Govt. of India ,to inform the students on various schemes available with the department in collaboration with other line departments.

Dean of ICFAI University Meghalaya Smt. Viola Sonachi B. Sangma in her welcome speech said, “The programme was aimed to build capacity amongst students, who can think beyond government jobs and do something of their own as they venture in a world of competition”.

Speaking as chief guest Tura Branch Manager of National Bank for Agriculture and Rural Development (NABARD) Hemant Kumar Barua highlighted on various assistance which can be availed for setting up of agriculture related industries. He urged the youths to take benefits of the scheme for a sustained livelihood and create avenues for others, who would be employed by them.

Highlighting on unemployment problem, an official of MSME Mr Mangli Prasad said, “Youth should take up entrepreneurship as a viable alternative to set up innovative business enterprise to cater to the needs of the people in Garo hills”.

Asst. Director of MSME Tura Branch, Mr Sunil Kumar spoke on opportunities and profitable enterprise, which could be set up in Garo hills ranging from product manufacturing based on agriculture, textile, chemical, agro based industries and apparel making etc.

Industry promotion officer of West Garo Hills Tasek R Marak spoke on Prime Minister’s Employment Generation Programme (PMEGP) and elaborate the procedure to enrol enterprises. Assistant Director MSME Tura unit Sunil Kumar spoke at length on setting up of agro business enterprise, which has scope for development and profitable business.

State Bank of India Tura Branch Manager Anup Singh spoke about procedures for availing loans from bank to set up enterprise. To motivate youngsters Singh narrated stories of brand flipkart, apple, snap deal, uber taxi etc.

The program was attended by the students and faculty of the university. Tura Doordarshan Kendra with other media houses covered the program.



