



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

Accredited by NAAC with 'A' Grade, ISO 9001:2015 Certified Institution

Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada

L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India

Master of Business Administration

Report on MSME Awareness Camp On 22-01-2025

A.Y 2024-2025

(In associated with MSME Technology, Pudi, Vishakhapatnam and CII,
Industry Relations, LBRCE)

Event Name	MSME Awareness Camp
Event type/Name	Entrepreneurial Skill Development Activity
Date/Duration	22-01-2025, 2.30 Pm to 3.30 Pm
Resource person/Organiser	MSME Technology, Pudi, Vishakhapatnam Team
Name of Convener	Dr. V. Surya Narayana, Dean Industry Relations, LBRCE
Target audience	230
Total No. of participants	200
Objective the event	The objective of the MSME Awareness Camp is to educate entrepreneurs about the benefits, schemes, and resources available for Micro, Small, and Medium Enterprises (MSMEs). It aims to empower participants with knowledge to enhance business growth and sustainability.
Description of the event:	An MSME Awareness Camp is scheduled for January 22, 2025 , organized by the MSME Technology Centre, Pudi, Visakhapatnam . This informative session is designed for MBA and Mechanical Engineering students , aiming to educate them on the importance of Micro, Small, and Medium Enterprises (MSMEs) in economic development. The session will cover entrepreneurial opportunities, government schemes, and financial assistance available for MSMEs. Experts from the MSME Technology Centre will provide insights into innovation, skill development, and technology adoption in the sector. Students will gain knowledge about startup support, subsidies, and industrial training programs . This initiative encourages young minds to explore self-employment and business ventures with MSME support. The event also offers an opportunity for networking with industry professionals and MSME experts . Through this camp, students can understand the role of MSMEs in employment generation and economic growth . The interactive session will include Q&A rounds, discussions, and real-world case studies to enhance learning. This awareness camp is a great platform for students to gain practical exposure and explore future career prospects in the MSME sector .



MSME Technology, Pudi, Vishakhapatnam Team addressing the students

Dr. A. Adishesha Reddy
Head of the Department