



JSS MAHAVIDYAPEETHA

JSS COLLEGE OF ARTS, COMMERCE & SCIENCE

(An Autonomous College of University of Mysore)

Re-accredited by NAAC with 'A' grade

Recognised by UGC as "College with Potential for Excellence"

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Press Note

"Industrial Motivation Campaign" (IMC) was jointly organized by Ministry of Micro, Small and Medium Enterprises (MSME), Govt. of India, Bangalore and JSS College of Arts, Commerce and Science, Ooty Road, Mysore on 16th December 2016.

Prof. B. V. Sambashivaiah, Chief Executive, JSS College Campus inaugurated the IMC and delivered Keynote Address. He highlighted the importance of Entrepreneurship in catering the needs of growing India. He also encouraged the students to become successful entrepreneurs. Further, he gave glimpses of various schemes provided by the State and Central government.

Sri. Ramakrishnegowda, Joint Director, District Industries Centre, Mysore, explained various schemes of Govt. of Karnataka to setup industries and for budding entrepreneurs and highlighted the facilities available for young entrepreneurs from KIDB, Karnataka Small Scale Corporation, KFSC, etc. He focused on Prime Minister Employment Generation Scheme by Govt. of India, providing subsidy to entrepreneurs. Further, he assured to support young entrepreneurs on behalf of District Industries Centre, Mysore.

Mr. Ananthashayana, Proprieter, M/s. BEST CARTONS, Mysore mentioned that his rural background was never a problem for him to become a successful entrepreneur. He insisted that there is no barrier for education or family background to become entrepreneur. The only secret to become successful entrepreneur is Hard Work. He also shared his experience, wherein he started his journey as an entrepreneur with a initial investment of Rs. 2.5 lakhs during 2001 which was obtained as collateral free loan from Canara Bank and at present his annual turnover is about Rs. 25 Crores.

In his presidential remarks Sri. Ananda Murthy, H. V., Deputy Director, MSME Development Institute (DI), GOI, Bangalore addressed on the various schemes provided the department. He stressed upon the role of colleges in developing entrepreneurs. He predicted that, a day may come where the quality of a college may be assessed based on percentage of entrepreneurs produced by the college. He gave various examples of successful entrepreneurs benefited from Design Clinical Scheme (DCS) of his department.

Prof. M. Mahadevappa, Principal, welcomed the guests and Dr. B. Y. Sathish Kumar, HOD, PG Dept. of Biotechnology, of the College proposed vote of thanks.

In the Technical Sessions Dr. Mani, Motivator and Industrial Consultant, Bangalore and Dr. Nataraj, Asst. Director, MSMEDI, Bangalore, delivered lectures.


(Prof. M. Mahadevappa)
PRINCIPAL

J.S.S. College of Arts, Commerce & Science
Ooty Road, MYSORE.

To,
The Editor
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