



MSME Ministry Organises Entrepreneurship Awareness Programme at IIT Goa on World Entrepreneurship Day

Experts, Bankers, Academicians and Successful Entrepreneurs Guide Students on Building Start-ups and MSMEs

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Goa, August 22, 2026:

To mark World Entrepreneurship Day, the Ministry of Micro, Small and Medium Enterprises (MSME), Government of India, through the MSME Development & Facilitation Office (DFO), Goa, organised an Entrepreneurship Awareness Programme at the Indian Institute of Technology (IIT) Goa on 21 August.

The programme aimed to encourage students to consider entrepreneurship as a promising career option and to create awareness about various government schemes available for aspiring entrepreneurs.

The event was organised in collaboration with the Institute Innovation and Incubation Cell (IIIC) and the Entrepreneurship Cell of IIT Goa. It brought together students, entrepreneurs, MSME stakeholders, policymakers, representatives from financial institutions and industry experts for discussions on entrepreneurship, innovation and business development.

Addressing the gathering, Shri M.K. Meena, Director, MSME DFO Goa, highlighted the growing role of digital commerce in helping MSMEs expand beyond geographical boundaries and access national and global markets. He stressed the need for stronger collaboration between the Centre and State governments to create an ecosystem that supports innovation, growth and competitiveness among MSMEs.

Prof. Sashidhar Sampathiao, Faculty-in-Charge of the Institute Incubation and Innovation Council at IIT Goa, underlined the importance of innovation and academia-industry collaboration in nurturing entrepreneurship and helping MSMEs develop new products and technologies.

The welcome address was delivered by Shri Rohit Kumar Debnath, Assistant Director, MSME DFO Goa, who emphasised the importance of creating opportunities for MSMEs and young entrepreneurs to move from local markets to wider national and international platforms.

The technical sessions focused on the MSME ecosystem, government support schemes and opportunities available for first-time entrepreneurs.

Shri Amartya Narayan Chowdhury, Assistant Director Grade-I, delivered a keynote session on Intellectual Property Rights (IPR), explaining how innovators and start-up founders can safeguard their ideas and innovations.

Experts from the Directorate of Industries, Government of Goa, Central Bank of India and other industry domains shared practical guidance on start-up funding, business opportunities and entrepreneurship development.

The programme also highlighted the Entrepreneurship Awareness Programme (EAP), a key component of the Ministry of MSME's Entrepreneurship and Skill Development Programme (ESDP), which seeks to educate aspiring entrepreneurs on market access, e-commerce, packaging and other aspects of business growth.

Students and aspiring entrepreneurs actively participated in the sessions, gaining valuable insights into emerging opportunities in entrepreneurship, innovation and digital commerce.

The programme concluded with a vote of thanks by Shri Predeep, Assistant Registrar, IIT Goa.

The initiative reflects the Ministry of MSME's continued commitment to promoting entrepreneurship and creating awareness about government schemes that support the growth of aspiring entrepreneurs and MSMEs across the country.

faculty members, Prof. Shitala Prasad, Prof. Bidan Pramanick, Prof. Keval Ramani and Dr. J.S. Prabhudesai, were also present during the programme.



Ambadas Yadav/Parshuram Kor

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