



**DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT  
INTEGRAL UNIVERSITY, LUCKNOW**

**Event Report**

**E-Seminar on “Entrepreneurship and MSME: Issues and  
Challenges” Wednesday, August 19, 2020**

The Department of Commerce & Business Management, Integral University, Lucknow, organized an E-Seminar on “**Entrepreneurship and MSME: Issues and Challenges**” on August 19, 2020.

The E-Seminar attempts to provide a view of financial needs of Entrepreneurs, an overview of various Government schemes related to Entrepreneur & MSME, challenges faced by Micro, Small and Medium Enterprises.

The following topics were discussed during the E-Seminar.

1. Traits and Role of Entrepreneurs.
2. Values and Ethics related MSME
3. Benefits of being an MSME
4. Problems faced by MSME
5. Broad Measures taken by Government to resolve the issues of Entrepreneurs & MSME

Around 1000 participants, PAN India actively participated in the 90 minutes E-Seminar, which was streamed live on You Tube. The participants came from different backgrounds; academicians, corporate professionals, research scholars and students.

A brief summary of the contents of each of the speaker's talk is given below.

**Prof. A.K. Saxena, Dean, Faculty of Commerce and Management, Integral University, Lucknow**, talked about Values and Ethics related to Micro, Small and Medium Enterprise. He set the ball rolling by emphasizing the importance of Entrepreneurs as a building block of MSME. He reiterated that there should be a proper balancing between Entrepreneurs and MSME for smooth conduct of business.

**Prof. Prakash Singh, Professor, Indian Institute of Management, Lucknow**, emphasized that MSME should be promoted on larger scale. He talked about the revised Composite Criteria: Investment in Plant & Machinery/Equipment and Annual Turnover. He also discussed some benefits of being an MSME. He focused on two major problems of MSME; 1. Capital required for start up & 2. Invisibility of small enterprise. At last broad measures were discussed to overcome the problem faced by Entrepreneurs and MSME.

**Question & Answer session:** A few of the questions from the audience were taken up by the speakers during the Q & A session. The variety and range of questions raised show that the participants took an active part in the seminar.

**Dr.Moiz Akhtar, Assistant Professor, Department of Commerce and Business Management,** conducted the event as moderator. He gave his concluding remarks, quoting from one of the speakers, as a final piece of advice to the audience, “**The entrepreneur always searches for change, responds to it, and exploits it as an opportunity**”.

The webinar ended with a vote of thanks by **Dr. Moiz AKhtar,** to all the speakers, participants and to the organizing team who managed the entire event successfully.

*YouTube link for webinar:*

<https://youtu.be/50w1P-sZT78>