



St. Joseph's College of Commerce (Autonomous)

Affiliated to Bengaluru City University
Accredited with 'A++' Grade by NAAC in 4th Cycle (CGPA of 3.57/4)
College with Potential for Excellence (CPE)
Ranked 55th in NIRF 2024 by the Ministry of Education, Government of India
#163, Brigade Road, Bengaluru - 560025, Karnataka, India

B.B.A.
BACHELOR OF BUSINESS ADMINISTRATION

The Department of Business Administration

in collaboration with

MSME - Technology Development Centre

Process and Product Development Centre (PPDC)

Under the Ministry of MSME, Govt. of India Society

presents

A City-level Second-Year Student Seminar

Unlocking the Potential of MSME Beyond Boundaries for a Sustainable and Inclusive Growth

Our Esteemed Speakers

Mr. G Kannan

Deputy General Manager NSIC

Dr. Shiv Pratap Singh Yadav

Certified Six Sigma Black Belt

Mr. V N Patwade

Registered Patent Agent



27th August, 2024



9 am to 2 pm



Loyola Auditorium

ABOUT SJCC

St. Joseph's College of Commerce (SJCC) was formerly a part of St. Joseph's College, established in the year 1882. The Commerce Department was established in the year 1949 and it became an independent college with its own building in Brigade Road in the year 1972. The college has in its Vision a model for higher education which encourages individuals to dream of a socially just world and in its Mission is a strategy to empower individuals in realizing that dream. The college has taken the lead in reforming curriculum and syllabus, examination and evaluation pattern, and teaching and learning methods through the Board of Studies, the Academic Council, and the Governing Council composed of eminent academicians, industry representatives, and notable alumni. The college was awarded with an 'A++' in the recent NAAC accreditation of February 2021 and was declared as a 'College with Potential for Excellence'. In the recent NIRF ranking 2024, the Institution was awarded the 55th rank in the country.

ABOUT THE MSME

The MSME Technology Development Centre, specifically the Process and Product Development Centre (PPDC), is a crucial initiative by the Indian government to boost innovation and competitiveness in the Micro, Small, and Medium Enterprise sector.

These centers focus on enhancing manufacturing processes and developing new products across various industries. They provide technical expertise, research facilities, and training programs to help MSMEs adopt modern technologies and improve their productivity. PPDCs offer services such as product design, prototyping, testing, and quality control. By bridging the gap between academia and industry, these centers play a vital role in upgrading skills, fostering innovation, and promoting sustainable growth in the MSME sector, ultimately contributing to India's economic development.

ABOUT SJCC BBA DEPARTMENT

The Department of Business Administration which started in the year 2004 has emerged as a promising program in the field of management studies in the undergraduate level. It has grown exponentially since then with the addition of Entrepreneurship and Professional Studies Programmes. During its three-year tenure, students learn to develop their leadership proficiency along with Marketing, Management, Finance and HR skills. Through interactive study sessions and various other business activities, the students learn to become more confident in their public skills and hence, strive to be more professional, efficient and qualified to take on the challenges that come their way. The programmes help in motivating students to apply management techniques to new and innovative areas of the business landscape. The Department of Business Administration of St. Joseph's College of Commerce has been ranked 3rd in India by Times BBA Education Survey 2021.

“Unlocking the Potential of MSME Beyond Boundaries for a Sustainable and Inclusive Growth”

CONCEPT NOTE

The seminar explores the dynamic world of Micro, Small, and Medium Enterprises (MSMEs). It focuses on three crucial areas: government schemes, sustainable business practices, and intellectual property rights.

It aims at providing practical knowledge about leveraging government initiatives to kickstart and grow businesses, and will explore how sustainability can be integrated into MSME operations, creating both environmental and economic benefits. The seminar will also demystify intellectual property rights, empowering students to protect and monetize their innovative ideas.

Through interactive sessions and expert talks, participants will develop a comprehensive understanding of how these elements interplay to foster MSME growth, preparing them for future entrepreneurial endeavors or careers in the MSME sector.

OBJECTIVES

- To familiarize students with current government schemes and policies supporting MSMEs, and educate participants on sustainable business practices and their implementation in MSMEs.
 - To provide a clear understanding of intellectual property rights, and how to protect and leverage innovative ideas.
 - To inspire students to consider entrepreneurship or careers in the MSME sector by showcasing real-world success stories and opportunities (?????).
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SCHEDULE OF EVENTS

TIMING	SESSION	RESOURCE PERSON
9.30 a.m. to 10 a.m. INAUGURATION		
10 a.m. to 11:00 a.m.	Opportunities for MSME Government Schemes	Mr. G Kannan Deputy General Manager NSIC
11.00 a.m. to 11.30 a.m. BREAK		
11.30 a.m. to 12:30 p.m.	Sustainable Development and MSME	Dr. Shiv Pratap Singh Yadav Certified Six Sigma Black Belt
12:30 p.m to 1:30 p.m	Intellectual Property Rights	Mr. V N Patwade Registered Patent Agent

E-certificates will be provided to the students who have attended all the sessions.

ORGANISING COMMITTEE



Dr. Ruqsana Anjum
Vice Principal
Shift - 1



PRINCIPAL - Dr. Charles Lasrado, SJ



Dr. Veenu Joy
Vice Principal
Shift - 2



Dr. Theresa Rathi Rani
Convenor and HoD - BBA



Dr. Shubhra Rahul
Co-convenor



Dr. D. Raja Jebasingh
Co-convenor

Ms. Sudha Dinakaran
Training Coordinator, MSME Bangalore



Yuktha Suresh
Student Coordinator
BBA (Regular)



Himish Surana
Student Coordinator
BBA (Entrepreneurship)