



# BITT POLYTECHNIC

Getlatu, Ranchi- 835217

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## NOTICE

### Regarding MSME Startup India – “Funding for Entrepreneur”

All Diploma students are hereby informed that an informative session/video titled “MSME Startup India – Funding for Entrepreneur” by Mr. Indrajeet Yadav, Director, MSME (Development & Facilitation Office), Ranchi, Jharkhand, has been shared for your knowledge and benefit.

#### Key Highlights:

- **PMEGP Scheme**
  - Loan up to Rs50 lakh (Manufacturing) and Rs 20 lakh (Service Sector)
  - Subsidy ranging from 15% to 35%
  - Only 5%–10% own contribution required
  - Online application through KVIC portal
- **MSME Incubation Scheme**
  - Financial assistance up to Rs 15 lakh per innovative idea
- **Startup India Platform**
  - Official recognition and funding support for startups

#### Important Guidance for Students:

- Prepare a **Detailed Bankable Project Report** before approaching banks.
- Perform proper **SWOT Analysis**.
- Participate in **MSME Idea Hackathons** (April–August).
- GST is **not mandatory initially** for PMPGP registration.

Students interested in entrepreneurship and startup funding are encouraged to go through the video and explore government schemes through:

- KVIC Portal (PMPGP)
- Startup India Website
- Seed Fund Portal

*For*  
*K. K. Meena*

**Principal**

**Principal**  
**BITT Polytechnic**  
Getlatu, Ranchi

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### MSME Startup India “Funding for Entrepreneur”

Video Link: [MSME Mr Indrajeet Yadav Funding for entrepreneurship](#)

This video features **Mr. Indrajeet Yadav**, Director of the **MSME (Micro, Small, and Medium Enterprises)** Development and Facilitation Office in Ranchi, Jharkhand. He discusses various government funding schemes and provides advice for aspiring student entrepreneurs.

The major points of the video are as follows:

#### 1. Key Government Funding Schemes

Mr. Yadav highlights three primary schemes designed to support new and innovative businesses:

- **PMEGP (Prime Minister Employment Generation Programme): \***  
**Funding:** Up to ₹50 lakh for manufacturing projects and ₹20 lakh for service sector projects [[08:42](#)].
  - **Subsidy:** Offers a subsidy between **15% to 35%** based on location (urban/rural) and social category [[10:23](#)].
  - **Contribution:** The entrepreneur must contribute only **5% to 10%** of the project cost upfront [[09:06](#)].
  - **Application:** Completely paperless and online via the KVIC (Khadi and Village Industries Commission) portal [[14:31](#)].
- **MSME Incubation Scheme:** \* Designed for students with innovative ideas to help move from "concept to product" stage.



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- Offers financial assistance up to **₹15 lakh** per idea through approved Host Institutions (HIs) like NIT Jamshedpur and IIT(ISM) Dhanbad [\[16:57\]](#).
- **Startup India:** Mentioned as a pathway for innovative startups to gain official status and access special privileges from the Ministry of Commerce [\[17:44\]](#).

### 2. Practical Hurdles & Bank Perspectives

Mr. Yadav explains why many loan applications are rejected by banks:

- **Lack of Preparedness:** Applicants often cannot answer basic questions about their production capacity, pricing strategy, or target market [\[19:38\]](#).
- **NPA Concerns:** Banks are cautious about "Public Money" and conduct technical assessments to ensure the business is sustainable and won't become a Non-Performing Asset (NPA) [\[20:10\]](#).
- **SWOT Analysis:** He emphasizes that entrepreneurs must perform a detailed SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis before approaching a bank [\[21:19\]](#).

### 3. Advice for Students

- **Bankable Project Profiles:** A critical requirement is a "Detailed Bankable Project Profile." He suggests working with faculty or Chartered Accountants to ensure the financial projections (Revenue vs. Cost) are realistic [\[22:16\]](#).
- **Self-Motivation:** He notes that entrepreneurship is a "passion" and requires surviving uncertainty [\[05:15\]](#).



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- **Idea Hackathons:** Students are encouraged to participate in MSME Idea Hackathons (typically launched between April and August) to secure funding for innovative concepts [[41:14](#)].

### 4. Q&A Highlights

- **Market Needs:** In response to a student question about finding market needs for recycling, Mr. Yadav suggests connecting with domain experts and using incubation centers for technical guidance [[36:08](#)].
- **Existing Businesses:** For those already running a business and facing fund shortages, he suggests approaching nationalized banks for working capital schemes rather than PMEGP, which is primarily for new ventures [[42:47](#)].

During the session, several faculty members and students asked questions regarding government funding, project preparation, and market assessment. Here are the specific questions and the answers provided by **Mr. Indrajeet Yadav**:

#### Faculty Questions

- **Where can students access the relevant forms and websites?** [[24:17](#)]
  - **Answer:** Students should visit the **KVIC online portal** ([kviconline.gov.in](http://kviconline.gov.in)) and search for the **PMEGP portal**. They can register there to access the detailed application forms [[25:08](#)].

- **[URL Link to Government to Help startup](#)**

#### 1: Schemes:

<https://www.startupindia.gov.in/content/sih/en/government-schemes.html#>



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**2: Seed Funding:** <https://seedfund.startupindia.gov.in/>

**3: Credit Guarantee Scheme For Startups:**

<https://www.startupindia.gov.in/content/sih/en/credit-guarantee-scheme-for-startups.html>

**4: Startup Funding:**

<https://www.startupindia.gov.in/content/sih/en/funding.html>

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- **Why hasn't the MSME department proactively approached all engineering colleges earlier?** [28:43]
  - **Answer:** MSME regularly conducts awareness programs, but the initiative must also come from the institutions. Colleges need to meet eligibility criteria to become "Host Institutions" (HIs) by developing the necessary infrastructure and resource persons [32:35].

### Student Questions

- **Is there a platform to track startup growth, funding stages, and regular updates?** [33:55]
  - **Answer:** Mr. Yadav recommended the **Startup India website** (under the Ministry of Commerce), which maintains data on enrolled projects, their status, and funding [35:14].
- **How can I identify market needs and target customers (e.g., for a recycling business)?** [35:35]
  - **Answer:** He suggested participating in **MSME Idea Hackathons** where selected ideas receive hand-holding from Host Institutions. He also recommended connecting with domain experts and successful entrepreneurs for practical workshops [36:58].



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- **How do I prepare a "Bankable Project Report" and handle bank cross-questions?** [[39:24](#)]
  - **Answer:** This is a key requirement. He advised using the sample project profiles available on the PMEGP site. He also suggested a separate session involving **Chartered Accountants (CAs)** to help convert business ideas into professionally structured, bank-ready documents [[40:48](#)].
- **What should I do if my existing startup faces fund shortages for daily operations?** [[42:19](#)]
  - **Answer:** Since PMEGP is primarily for *new* enterprises, an existing business should approach nationalized banks. If the business has a good transaction history, they can apply for working capital and other MSME credit schemes outside of PMEGP [[42:58](#)].
- **Is a GST number required to register for PMEGP?** [[43:50](#)]
  - **Answer:** No, for prospective entrepreneurs starting out under this scheme, a GST number is not initially mandatory, making it one of the simplest schemes to access [[44:01](#)].  
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- **Critical Thinker, Excellent Story Teller, Empathetic Leader**
- **Creative, Curious,**
- **New way Of Thinking**
- **Solving Problem everyday**
- **Imagination is much bigger than Knowledge**



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- **Imagination takes you in the unknown where as Knowledge limits you**

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# Thank You