



# Central University of Himachal Pradesh

[Established under the Central Universities Act 2009]

Dharamshala, District Kangra - 176215 (HP)

[www.cuhimachal.ac.in](http://www.cuhimachal.ac.in)

F.No. CEI/1-1/CUHP/14/913

Dated: 16 February, 2021

## NOTICE

This is for the information of the students of the MBA, there will be an online lecture for prospective entrepreneurs on “**Entrepreneurial Assistance Programmes through Banking Sector**” at **10:30 am** on **18.02.2021**. The speaker for the workshop is Mr Anuj Kumar, Marketing Officer, Canara Bank.

Online Platform: Google Meet

Link to join the meeting: [meet.google.com/xbm-vcnk-jqw](https://meet.google.com/xbm-vcnk-jqw)

All the students are advised to attend the lecture and participate in the discussion on the above-mentioned date, time, and platform.

  
16/02/21

Director

Centre for Entrepreneurship and Innovation

Copy to -

1. DEO, SCMS for circulation to all the students of MBA
2. Dean, School of Business and Management Studies.
3. PS to VC for the kind information of Hon'ble Vice-Chancellor, CUHP.



Director

Centre for Entrepreneurship and Innovation



**Centre for Entrepreneurship and Innovation**  
School of Commerce and Management Studies  
Central University of Himachal Pradesh

**Under the aegis of Internal Quality Assurance Cell  
(IQAC)**

**Organising an Online Lecture on**

**Entrepreneurial Assistance Programmes  
through Banking Sectors**

**Resource Person: Mr. Anuj Kumar,  
Marketing Officer, Canara Bank**

**Date: 18 February 2021**

**Time: 10:30 am**



Google Meet

**Platform: Google Meet (Link to join: [meet.google.com/xbm-vcnk-jqw](https://meet.google.com/xbm-vcnk-jqw))**

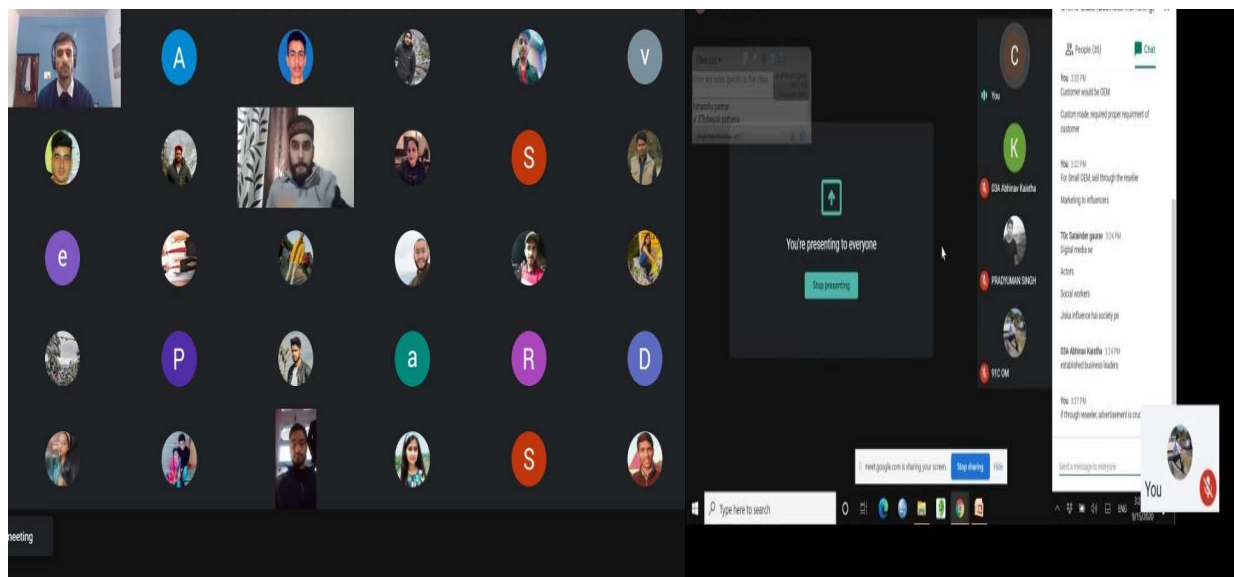


**Centre for Entrepreneurship and Innovation, School of Commerce and Management Studies**

**A Report on Invited Lecture**

The Centre for Entrepreneurship and Innovation, School of Commerce and Management Studies, Central University of Himachal Pradesh organised an Online lecture on **“Entrepreneurial Assistance Programmes through Banking Sector”** on 18 February, 2021 at 10:30 am through the google meet platform (link: [meet.google.com/xbm-vcnk-jqw](https://meet.google.com/xbm-vcnk-jqw)).

The focus of the talk was to familiarise the participants with the various policy programmes and initiatives of the government operationalised through the banks in India. The resource person for the lecture was Mr. Anuj Kumar, Marketing Officer, Canara Bank. The student of the Entrepreneurship Club welcomed the resource person and briefed the participants about the lecture.



The resource person firstly enlisted the main financial schemes and policy initiatives of the Government of India to provide financial support to the entrepreneurs. He further explained the fiscal support policies of the government and highlighted the role of banks in the implementation of these initiatives. His main focus was on financial support provided by the banks to entrepreneurs like the MUDRA scheme, Subsidy linked Guarantee Scheme, Start-up policy etc. He also explained the Shishu, Tarun, and Kishore Scheme and the financial limit under these schemes.



**Central University of Himachal Pradesh**  
(ESTABLISHED UNDER CENTRAL UNIVERSITIES ACT 2009)  
Dharamshala, Himachal Pradesh-176215

After highlighting these schemes, the resource person presented some cases of successful micro and small entrepreneurs who are running their enterprises after taking financial support through his bank. Mr. Kumar also highlighted a few fiscal support schemes like training to micro-entrepreneurs and EDPs run through banks.

More than 80, Students of MBA programme attended this online lecture and participated in the discussion. The workshop ended with the vote of thanks extended by Dr. Chaman Lal, Hon. Director, Centre for Entrepreneurship and Innovation.

A handwritten signature in blue ink, appearing to read 'Chaman Lal', written over a vertical line.

**(Dr. Chaman Lal)**

Hon. Director

Centre for Entrepreneurship and Innovation  
School of Commerce and Management studies