



NOTES FOR STUDIES

NAME OF THE TEACHER	AJAY CHAUDHARY
SUBJECT	ENTREPRENEURSHIP
SUBJECT CODE	CE-411
UNIT NO.	3
TOPIC NAME	TECHNICAL ASSISTANT
DEPARTMENT	LNCTS, CIVIL ENGG.
INTENDED FOR	4TH SEMESTER CIVIL

⑧ Technical Consultancy →

Technical consultancy is a sort of guidance given by a technical consultant, who is an expert in the field to a new entrepreneur who is going to establish an industrial unit or to an existing entrepreneur who wishes to expand or modernise his existing unit.

TECHNICAL ASSISTANCE

Technical assistance plays a vital role in the promotion of entrepreneurship as well as, in the proper development of industrial units. The methods and techniques in production system, the surveying of the market, installation of machineries, technical know-how of the latest machine and equipments and the entire system of production has become so complicated that, an entrepreneur, who has made a fresh entry in the field of production can not survive or succeed unless, he avail the services of a technical consultant or such organisation.

① Self Confidence →

The technical assistance raises the self confidence in the entrepreneurs who remain quite ignorant regarding the

FINANCIAL ASSISTANCE -

Finance is the most critical input for setting up and successful financial resources from his personal operation of a business enterprise.

Entrepreneur is expected to mobilise financial resources from his personal savings, friends and relatives as well as from financial institutions and capital market. One of the biggest hurdles in promotion of a small business is the availability, and cost of finance.

In practice partnership firms have been availing some funds from banks and state level financial agencies at a limited scale.

Steps for obtaining financial assistance from a financial institution

- ① Application form
- ② Filling form
- ③ following the Appli -
- ④ Disposal of Ap.
- ⑤ Sanction, Documentation

MARKETING ASSISTANCE -

The fact can not be denied that it is difficult to establish a product in the existing market. The entrepreneur has to rub shoulders against those of other competitors in order to achieve his sales target. Marketing assistance is provide to the ~~entrepreneurs~~ entrepreneurs through following sources -

(A) Organisational Sources →

- ① National Small Industries Corporation Ltd (NSIC) → "Store Purchase Programme"
- ② MPLUN (MP Lagan Udyog Nigam)
- ③ Export Promotion Councils
- ④ ITPO (India Trade Promotion Organisation)

(B) Other Sources →

- ① Wholesale Dealers
- ② Brokers
- ③ Auctioneers
- ④ Retailers

INFORMATION / GUIDANCE & TRAINING

① SISI (Small Ind. Service Institute) →

It has been established under small Inds Development Organisation (SIDO).

At present its 28 offices and 30 branches are working throughout the country. All the necessary information related with the establishment of enterprise are provided to the entrepreneurs by this institution.

The major service provided by the SISI to small entrepreneurs are as follow -

i) Technical Guidance and advisory services - This relates to selection of profitable small ~~enterp~~ enterprise, choice of appropriate machinery and equipment, appraisal of technique of manufacture, processing of raw materials etc. The institute explores the possibility of setting up small units to supply parts/ components to large scale industries.

ii) Common facility service →

This includes supply of designs and drawing and provision of workshop facilities for the manufacture of component.

iii) Training facilities →

Training is provided to workers in basic trades in the workshop attached to this institute and its extension centres, to increase their productivity and this can help encourage development of SIs in rural areas.

② ASK (Audyogik Sahayata Kendra) →

ASK was established to solve the problems of small enter and to save their invaluable time for doing some other productive activities. Its main objective is provide the entrepreneurs all the contacts points at one place only and to guide them.

ASK itself does not grant any type of acceptance however help the entrepreneur in obtaining acceptance of other departments.

MP CON (MP CONSULTANCY ORGANISATION)

MP CON established by all India financial institutions like IFCI (Industrial Finance Corporation of India), IDBI (Industrial Development Bank of India), ICICI (Indy. Credit and Investment Corp. of Ind.) and state level corporation like MPFC, MPLUN and nationalised banks.

Objective / Function →

- (i) To motivate youth in MP for establishing industry and self employment.
- (ii) Assisting them in the preparation of project report in getting it recommended by various departments.
- (iii) Provide them guidance.
- (iv) Knowing the possibilities of establishing industries in the state and providing all types of helps.
- (v) Preparation of project reports.
- (vi) Market study, economic and industrial potential survey.
- (vii) study related to rehabilitation.
- (viii) Investigating the industrial projects.
- (ix) providing management consultancy services.
- (x) commercial entrepreneurial development programs.