



**Maharaja Agrasen Institute of Management Studies**  
**(A unit of Maharaja Agrasen Technical Education Society)**  
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## **DEPARTMENT OF COMMERCE**

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Friday, 4<sup>th</sup> October, 2024

## **INDUSTRIAL VISIT**

to

**“NATIONAL SMALL INDUSTRIES CORPORATION LTD.”**

**Academic Year: 2024-2025**

**Name of Event: INDUSTRIAL VISIT to “NATIONAL SMALL INDUSTRIES CORPORATION LTD.”**

**Resource Person: Ms. Jyoti Nigotia, Manager at NSIC,**

**Faculties from Department of Commerce- Dr. Kamal Gupta and Ms. Simran Sharma**

**Date of the Event: 4<sup>th</sup> October'24**

**Time of the Event: 10:30 am onwards**

**Location: The NSIC Technical Services Centre, Okhla, New Delhi**

**Number of Students participated: 59**

## “NATIONAL SMALL INDUSTRIES CORPORATION LTD.”

Maharaja Agrasen Institute of Management Studies, Department of Commerce organized an Industrial Visit to “**National Small Industries Corporation Ltd.**” on October 4, 2024. Registration for the same began on 17<sup>th</sup> September, 2024.

During the visit to the NSIC Technical Services Centre in Okhla, New Delhi, students had the opportunity to engage with highly trained and experienced professionals from the ISO 9001:2015 certified Government of India enterprise. They gained insight into NSIC’s significant role in skill development and workforce training for MSME units through demand-driven, industry-oriented training programs in various fields, including Mechanical Workshop, IT, CAD/CAM & CNC, Multimedia & Animation, Electrical & Electronics, and Entrepreneurship Development. The visit allowed students to be exposed to advanced technologies related to Mechanical Engineering, IT, and CAD/CAM. They also learned about entrepreneurship development programs designed to support small businesses, and they observed the hands-on, practical training approach that NSIC implemented within its curriculum.

The industrial visit was organized with the kind collaboration of Ms. Jyoti Nigotia, Manager at NSIC, and Prof. (Dr.) Manju Gupta, Head of the Department of Commerce. A total of 59 students registered for and participated in the visit. The itinerary began with a session on entrepreneurship, followed by a tour of the incubator center and industrial training facility where various machines were displayed. After a break for refreshments, the students proceeded to visit the LG Hope Training Academy.

The session was led by Uzma Mumtaz, an accomplished entrepreneur who has trained over 2,000 individuals since 2017 and collaborates with various NGOs. She also runs a small business called "Elect," which specializes in handmade sweets and Arabian dates with nationwide delivery. During her talk, she emphasized the importance of creating awareness around business ventures, highlighting NSIC's establishment in 1955 by Prime Minister Jawaharlal Nehru, with the vision of promoting small industries in India.

The NSIC serves as a vital incubator for startups, providing essential certification required for securing loans from government and private banks. This incubation facility, likened to a nursery, offers a nurturing environment for startups in their initial stages. Uzma elaborated on the prerequisites for startups, including registration under the "Startup India" initiative and the necessity for the product to be innovative. She noted that the business should be less than ten years old and should not have a turnover exceeding ₹100 crore. A pertinent example discussed was Nutrinda, a startup that discovered a unique chemical composition in turmeric.

Uzma highlighted the advantages of obtaining a Startup India certificate, which facilitates government funding and investment opportunities. She encouraged students interested in entrepreneurship to maintain a vision diary, document daily progress, and engage with industry experts to better understand market demands and opportunities. She also advised students to conduct thorough market research to address potential survey drawbacks, such as low engagement and duration of surveys.

During the visit, students learned about the financial aspects of starting a business, particularly in manufacturing and trading. For manufacturing, they discussed expenses related to machinery, skilled labor, electricity, and administrative costs, while emphasizing the importance of having secured loans, as banks often do not provide unsecured loans. In contrast, trading required minimal investment, starting from ₹30,000 to ₹40,000.

Uzma also shared insights into the reasons for startup failures in India, citing that 95% of startups do not succeed in their initial stages. She illustrated this with the story of Wow Momos, where two Kolkata students identified a market gap for momos and successfully established a chain by studying consumer preferences. They started with limited resources, such as a small canopy for ₹3,000, and eventually expanded to over 5,500 outlets across India.

Another inspiring example she provided was Pinky Maheshwari, who transformed her business of making paper bags using a mixer grinder and flour into a successful venture, reaching over crores in revenue through the NSIC's marketing schemes.

The session concluded with an overview of the various resources available for entrepreneurs through NSIC, including the MSME website, district industrial centers, and training programs offered. Uzma's insights into the challenges and opportunities of entrepreneurship left students with valuable lessons and a clearer understanding of the business landscape.

During the visit, snacks were provided to the students, enhancing their experience and keeping their energy levels up throughout the day. The refreshments offered a delightful break between the informative sessions and practical demonstrations.

The students also had the opportunity to see manufacturing machines in action, such as those used for bread making, soy milk production, masala grinding, tissue paper manufacturing, and bottle making. The resource person switched on the machines, providing students with hands-on experience and practical exposure to the manufacturing processes.

Additionally, the students visited the LG Hope Technical Skill Academy, which LG India established as its first Technical Hope Skill Academy at NSIC in Okhla, New Delhi. This initiative aims to skill underprivileged youth by partnering with the Electronics Sector Skills Council of India (ESSCI) to provide 1 to 3 months of repair and installation training on consumer durables. Launched in November 2022, this program empowers youth through comprehensive technical education.

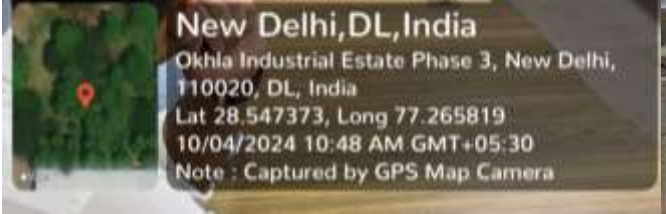
This industrial visit not only enhanced students' awareness of the practical aspects of starting and running a business but also motivated them to consider entrepreneurship as a viable career path.

The credit for this initiative goes to Prof. (Dr.) Manju Gupta, Head, the Department of Commerce, who worked under the able guidance of Prof. (Dr.) Rajni Malhotra Dhingra, Director, MAIMS. Their constant support and encouragement helped in the successful accomplishment of this visit.

A certificate of Industrial visit issues by NSIC was distributed to all the students who attended it.



Entrepreneurship session



Students learning about tips on opening a new business



Interaction with LG skill academy trainers



Students looking at functioning of machines at incubator center





Students learning about types, costs of machineries

**Dr. Kamal Gupta & Ms. Simran Sharma**  
[Convener, Assistant Professor, Department of Commerce]