

## **'ENTREPRENEURSHIP AWARENESS PROGRAM' CONDUCTED BY 'I CREATE INDIA'**

Around 35 men and women from Mormugao and Vasco including 8 retired employees of the Mormugao Port Trust attended a special 'Entrepreneurship Awareness Program' conducted by 'I Create India' in association with Mormugao Port Trust at the Port's HRD Centre, at Mormugao, Headland Sada on 26<sup>th</sup> July 2017. The main thrust and highlight of the program was on 5 specific areas Viz., (A) Entrepreneurship as Career option (B) Exploring new business ideas in your area. (C) Importance of Market Research. (D) Understanding opportunities for your business. (E) Importance of running business successfully. A book entitled 'Creating Job Creators' with 101 representative success stories of 'I Create Entrepreneurs' was also released at the program.

Smt. Deepali Naik, Chief Officer of the Mormugao Municipal Council, was the Chief Guest and inaugurated the same by lighting the traditional brass lamp in the presence of Shri J. B. Dhawale Secretary MPT, Shri Vinayak Rao FA&CAO MPT, Shri Manish Gosali Regional Director 'I Create India' and other dignitaries. Speaking at the inaugural function, Smt Deepali Naik said " I am so very happy to see so many women attending this Entrepreneurship Awareness program, you are the future entrepreneurs and you must take full benefit of such programs. I would advise you to take up challenges and set up ancillary units with their guidance so as to support the ever growing industrial sector. 'I Create' will help you in proper planning, financial guidance, logistics, marketing of your products etc. They will prepare you to face all challenges. I appreciate the efforts of Mormugao Port Trust in organizing such a educative program for the citizens along with 'I Create India'."

Shri J. B. Dhawale, Secretary MPT who presided, in his address stated " Mormugao Port Trust will always support the locals by organizing such educative programs for their benefit. This is one reason that MPT has roped in a renowned NGO like 'I Create India' to supplement our efforts towards Corporate Social Responsibility and for professional guidance. If the local men and women have a dream and vision, MPT will provide them with an opportunity and give them a push to fulfill their aspirations." Shri Manish Gosalia, Regional Director, I Create India, also briefed the participants on the role they play in motivating, training and guiding people in the fundamentals of becoming future entrepreneurs'.

'I Create India' invited Laxmi Cuncolienar and Sarita Chavan, both renowned and established entrepreneurs in their own right as guest speakers to give a motivational talk on entrepreneurship to the participants. The talk was well attended and the participants also had a good opportunity to clarify their doubts and other matters in respect of starting their own enterprise.

The 'I Create India' Team thanked MPT for their proactive role in motivating the local people to take up entrepreneurship to commence their own enterprise. Those seriously interested will be given further specialized training at a training program to be organized by 'I Create India' in August 2017. Mayur Arsekar, of 'I Create India' compered the function.

