

## **Industrial Motivation Campaign**

Industrial Motivation Campaign is conducted for creating awareness about self employment opportunities for educated unemployed youth as well as the students of ITI, Polytechnic, Engineering and Management Institutions of the state and UT, Chandigarh. The duration of this programme is one day only.

The main objective of this programme is to motivate the young unemployed youth of the state for their self employment. During the programme various projects which have potential in particular district are also discussed with the interested participants. The officers of MSME-DI, Ludhiana use to explain the topics like MSME-DI activities, quality of entrepreneur, risk taking capacity, Ideas converting into business and strategies for launching new product in the market. The officers from various departments of Central & State Govt. is also invited to explain the activities of their department for the development for the development of Micro & Small Enterprises.