

Execution guidelines and Format for conducting 'Sambhav' National Level Awareness Programme by Field Offices

- The programme shall be organized with concerned college in **Webinar mode**
- The programme may be conducted on any working day during the month of November as per the mutual convenience of field offices and colleges.
- Field offices may use any web platform for conducting the webinar as per their convenience.
- College shall be encouraged to cover maximum number of students in the webinar but not less than 100 in any circumstances.
- The duration of programme shall be kept between **1 hour – 1.30 hours**.
- Three video films and the link for the feedback form will be provided by the Ministry.
- While playing videos during webinar, all settings may be done properly to ensure video sound is audible to the participants, it is better if a trial be done before the webinar.
- The college staff coordinating the programme shall be requested to ensure that **feed back form must be filled** by all students who have attended the programme. **A Google Form provided by the Ministry in this regard may be shared with concerned college staff.**
- The head of field office shall ordinarily moderate the webinar and in his absence by any other senior officer of the field office. The language can be English, Hindi or any other local language in which participants are comfortable.
- All field offices have to mobilize one local successful entrepreneur to join the webinar who has taken handholding support from the Ministry of MSME or its organizations.
- The **Nodal Officer** of all attached/subordinate organizations **must** compile a report and share the screen shots of the webinars conducted by their respective field offices in the first week of December at media-msme@gov.in once all their field offices complete the awareness programme in the month of November.
- **The format of the awareness programme is as under:-**

S.No	ITEM	Description
1	Welcome of the participants in the Awareness Programme	The head of the field office (Moderator) will welcome all the participants and will introduce himself and the respective field office. A brief will be given about Ministry of MSME and its organizations to make the students understand the meaning of MSME and importance of the sector in the Indian economy.
2	Motivational Video (Film-A)	A motivational video will be played to encourage the participants to take up entrepreneurship.

3	Importance of entrepreneurship	The moderator will talk about importance of entrepreneurship and how Ministry of MSME is handholding youth to promote entrepreneurship.
4	Video on Schemes of the Ministry (Film-B)	A short animated documentary will be played explaining different schemes of the Ministry.
5	Talk about success stories created by the field office	Moderator will talk about his experience in handholding the aspiring entrepreneurs to set up their own enterprise.
6	Video on success stories (Film-C)	A short video on success stories will be played by the moderator.
7	Talk with a local successful entrepreneur.	Thereafter, the Moderator will introduce the successful local entrepreneur to the participants whom they can relate to and get confidence in becoming an entrepreneur. The Entrepreneur will share his journey and will boost the confidence in the participants.
8	Concluding the Webinar	Moderator will conclude the webinar by giving the details of the field office for any further assistance and will ask the participants to fill google-feedback form.
9	Vote of thanks	If the college so desires, they may deliver vote of thanks.

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Sl. No.	Time	Description
1	10:00 AM	Welcome of the participants and introduction of the moderator.
2	10:15 AM	Importance of entrepreneurship and how Ministry of MSME is handholding youth to promote entrepreneurship.
3	10:30 AM	Video on Schemes of the Ministry (Film-B)
4	10:45 AM	Talk about success stories created by the field office
5	11:00 AM	Video on success stories (Film-C)
6	11:15 AM	Talk with a local successful entrepreneur.
7	11:30 AM	Concluding the Webinar
8	11:45 AM	Vote of thanks