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# NFED NEWS



**NATIONAL FOUNDATION FOR ENTREPRENEURSHIP DEVELOPMENT**  
2014 - CBE - 003

International Women's Day is celebrated throughout the world on the Eighth day of March every year. It celebrates womanhood and pays tribute to the indomitable spirit of women across the globe.

## Raison d'être for Women's Day Celebrations ... A Review

Its root lies in the early 1900s when oppression and inequality was spurring women to become more vocal and active in campaigning for change. The first National Woman's Day was more or less a political event, observed across the United States on 28 February. It was the initiative of Socialist Party of America.

Women continued to celebrate National Woman's Day on the last Sunday of February until 1913. In the International Conference of Working Women held in Copenhagen in 1911, leader of the

Women's Office for the Social Democratic Party in Germany - Clara Zetkin floated the idea of an International Women's Day. Zetkin's suggestion with received unanimous approval and thus International Women's Day was born. International Women's Day was celebrated the first time in Austria, Denmark, Germany and Switzerland on 19 March. More than one million women and men attended the rallies campaigning for women's rights to work, vote, be trained, to hold public office and end discrimination.



**Saina Nehwal has been a role model to young women over the last few years. India's first shuttler to win a medal at Olympics in the quadrennial event, Saina has showed that with hard work and sheer dedication nothing is impossible.**  
- India Today



Women's Day Awards  
8<sup>th</sup> March 2014  
Visit:

[www.nfedindia.org/wda.aspx](http://www.nfedindia.org/wda.aspx)



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In 1913 following discussions, International Women's Day was transferred to 8<sup>th</sup> March and this day has remained the global date for International Women's Day ever since and hitherto. In the same year, it further spread to other European Union and other Countries.

Meanwhile, in Russia women began a strike for "bread and peace" in response to the death toll over 2 million Russian soldiers in the war. Opposed by political leaders the women continued to strike until four days later the Czar was forced to abdicate and the provisional Government granted women the right to vote. This historic day was 8<sup>th</sup> March, as per the Gregorian calendar.

With each passing year International Women's Day grew from strength to strength annually. Since, 1975 the day was designated as 'International Women's Year' by the United Nations. Women's organizations and governments around the world now observe International Women's Day annually on 8 March by holding large-scale events that honour women's empowerment and advancement.

International Women's Day is now an official holiday in Afghanistan, Armenia, Azerbaijan, Belarus, Burkina Faso, Cambodia, China (for women only), Cuba, Georgia, Guinea-Bissau, Eritrea, Kazakhstan, Kyrgyzstan, Laos, Madagascar (for women only), Moldova, Mongolia, Montenegro, Nepal (for women only), Russia, Tajikistan, Turkmenistan, Uganda, Ukraine, Uzbekistan, Vietnam and Zambia. The tradition sees men honouring their mothers, wives, girlfriends, colleagues, etc with flowers and small gifts. In some countries it has the same status as of Mother's Day where children give small presents to their mothers and grandmothers.

Annually on 8 March, thousands of events are held throughout the world to inspire women and celebrate their achievements. A global network of rich and diverse local activity connects women from all around the world ranging from political rallies, business conferences, and governmental programmes. Also, networking events through local women's craft

markets, theatric performances, fashion parades etc.

NFED is a Non-Governmental Organization registered & established in the year 2003 by Prof. Dr. R. Ganesan - An IITian who is the Founder & Chairman with a vision of creating socio-economic sustenance and societal development through entrepreneurship awareness, research & development, training and opportunity guidance. The same has been revamped in November '2013 to emancipate & congregate the objectives towards accomplishing its vision in accordance with its mission. Hence, NFED intended to promulgate teaching, research, entrepreneurship development, women empowerment and societal development through felicitating School Teachers, Professors, Entrepreneurs, Women, and Social Activists. The Women's Day Awardees are the ones who are really seeding fostering the economic social sensation potential through orchestrating the same in their respective domain related areas throughout their walks of life in rendering commemorative and remarkable services to the society thereby creating an impact on socio-economic development and social sensation within the society. Thus, nurturing today's youths and student communities to become entrepreneurs, revered teachers, distinguished professors, professional leaders and righteous citizens of future India.

#### **NFED WOMEN'S DAY AWARDS**

Date: 08.03.2014 @ 5.00 P.M

Venue: Jenney Club

#318, Avinashi Road, Opp. CIT

Coimbatore Aerodrome Post,

Codissa Road, Peelamedu,

Coimbatore - 641014

Tamil Nadu, India



#### **EMPOWERING WOMEN IN INDIA - A SMOLDERING ISSUE:**

You might be listening to news, reading newspaper or magazine, you would have gone through incidents and accidents with women in India. While any other article on women's empowerment in India will take a look at our rich heritage and enlightened societies of the past where women were treated as equals, the concept of "India" itself evolved quite recently, relative to the sum of its parts' histories. But the TRUTH is that in the modern India, the woman has always been a second grade citizen, no matter what its esteemed leaders have said or done.

It is hard to fathom how slow moving the cultural exchange of the world is when you find out that there are several places across the country where harmful customs of the ancient world coexist with modern appliances and thought. However that may come as hardly any surprise to anyone who has lived in India - the dichotomy of society is something that can only be explained by a refrain from an old Bollywood Song: "It happens only in India!"

Gender discrimination is the least worries for women in India, known otherwise as the fourth most dangerous country in the world for women. Other instances of violence against women has an astonishing and grim variety to it - with acid throwing, domestic violence - stemming out of dowry, rape, harassment and an assortment of others.

In the simplest of words, it is basically the creation of an environment where women can make independent decisions on their personal development as well as shine as equals in society.

Women want to be treated as equals so much so that if a woman rises to the top of her field it should be a common place occurrence that draws nothing more than a raised eye-brow at the gender. This can only happen if there is a channelized route for the empowerment of women.

Thus it is no real surprise that women empowerment in India is a hotly discussed topic with no real solution looming in the horizon except to doubly redouble our efforts and continue to target the sources of all the violence and ill-will towards women.

## **NFED Memberships**

### **Why Join NFED**

- 1) To be a part of the distinguished fraternity of famous leaders, brilliant scientists and dedicated academicians.
- 2) Professional Development at Individual level.
- 3) Training and Certification in futuristic areas.
- 4) Career Support.
- 5) NFED Awards.

### **Membership Benefits**

Benefits and Advantages to NFED Student members

### **Recognition**

- NFED membership identity card
- Appreciation letter / certificate of merit / excellence for continuance of membership for more than a year with NFED
- Corporate / Organization / Industry recognized NFED certification opportunities

### **Knowledge Enhancement**

- Access to NFED knowledge portal through Login-id and password
- Updates through Conferences, Seminars, Tutorials & workshop at discounted rates
- Connectivity with NFED forum for activities like

Paper Presentations, Quiz, Competitions, Exhibitions, etc.

- Connection with eminent scholars / distinguished speakers / NFED network on different technology areas

### **NFED Publication**

- NFED Communications - Monthly Magazine (soft copy with option for hard copy at additional payment)

### **NFED e-Newsletter**

- Eligibility to publish articles in NFED Periodicals / News Letter / Journal / Responsive Books

- Eligibility to be nominated for the best Student paper in NFED communications

- Best Enterprising & Innovating Student Awards

### **R & D Promotion**

- NFED Minor Research Project Funding up to Rs. 5000/- to School Student (Five Awards / Year)

### **NFED Events**

- Discounted registration fee for NFED conventions & seminars

- Participation in joint events / activities of NFED's Partnership Organizations

Kindly Contact:

[membership@nfedindia.org](mailto:membership@nfedindia.org)

A NFED member is eligible to avail various benefits which are:

**Knowledge Sharing** - NFED conducts International, National, Regional and Chapter events such as conferences, Seminars, Symposia, Workshop, Technical talks, Free lectures. Other important Chapter activity which offers a platform for distinguished Corporate / Industry Leaders / Executives, Scientists, Academicians, Researchers, Practitioners, etc.

### **Research & Development**

NFED encourages and supports research and development projects in information & communication technologies. The publicity to projects of high relevance to the industry is provided via NFED Journals, Periodicals and Website. NFED also conducts research projects and financial support of minor research projects motivating students.

## **Events & Knowledge Forum**

### **Events**

Awareness Programmes Annual National Convention National & Regional Seminars Exhibitions & School Programmes Training / Tutorials Workshop Course Curriculum Development Special Interest Group Meetings Technical Sessions International Conferences

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*"The publicity to projects of high relevance is provided via NFED Journals, Periodicals and Website."*

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*"Connectivity with NFED forum for activities like Paper Presentations, Quiz, Competitions and Exhibitions!!!"*

## Knowledge Forum

Special Guest Lectures

Journal

News Letter

Fellowship Get-Together

Promotional Events

International Conferences

Examinations / Trainings on  
profit sharing

Skill Assessment through  
Workshops

NFED Communication

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*“The Events & the  
Knowledge Forums are  
the backbones of NFED  
Memberships.”*



## TIMER

### A Refereed

### Journal of NFED

**Technology-Information-  
Management-Entrepreneurship -  
Review**

(TIMER) – Refereed Journal of NFED – A Unit of NFED is instituted primarily to envisage the relevance of technology and engineering and their contribution in lieu with entrepreneurship and management development with current and future trends. The core objective is to pen-in the

new vistas in research domain and to promulgate the knowledge and wisdom in info-engineering and techno-management disciplines.

Notwithstanding the efforts made in the past by the allied disciplines in sciences towards engineering, technology and management, one could figure out that the inter-connectivity and networking has not been achieved in totality. Keeping this in view, the journal is aimed at stemming research aspects towards entrepreneurial management with diverse prospects of engineering & technology under the ambit of excellence by integrating the inter-disciplinary research contributions in the form of empirical and / or conceptual research papers, excerpts, manuscripts, abstracts, cases and articles from researchers, scholars, academicians, practitioners, and students across the world.

Kindly Contact:

[timer@nfedindia.org](mailto:timer@nfedindia.org)

## NFED ACTIVITIES

### during the month

### of Feb '2014

**9<sup>th</sup> February 2014**

Seminar on Entrepreneurship  
Awareness, Development &  
Opportunities

**Venue:** Theni Kammavar Sangam  
college of Technology, Theni

**Resource Person:** Prof. S. Magesh  
Director, National Foundation for  
Entrepreneurship Development



**14<sup>th</sup> February 2014**

Seminar on Entrepreneurship &  
Project Financing – Financing of  
Small Entrepreneurial Enterprises

**Venue:** VLB Janaki Ammal College  
of Arts & Science, Coimbatore.

**Resource Person:**

Prof. S. LakshmiPriya, Prime  
Facilitator & Treasurer, National  
Foundation for Entrepreneurship  
Development



# Karmaveer Puraskar



Prof. Dr. R. Ganesan, Chairman, National Foundation for Entrepreneurship Development receiving the Karmaveer Puraskar Award in the year 2011 for Social Transformation & Entrepreneurship

The "KARMAVEER PURASKAAR (KVP)" is the Global Awards for Social Justice and Citizen Action instituted by the people sector with various partner organizations, citizens at large and media supporters. The awards are a part of the RIGHT every WRONG movement

The awards are given every year on the 26th day of November, our National Social Justice and Citizen Action Day, the day we adopted our constitutional pledge as a REPUBLIC and Indian Citizens in 1949 the people sector instituted these awards based on a simple passion mantra- to recognize real life unsung heroes who believe 'It is better to light a candle than to curse the darkness' and have walked that extra mile to "Be the change they want to see in this world". KARMAVEER awardees are dubbed by the people as NOBLE LAUREATES.

Various of our past awardees have been featured in documentaries and articles on Discovery Channel, National Geographic, BBC, TIME and gone on to win global fellowships, awards and become ambassadors of international and UN organizations. To know more log on to [www.icongo.in](http://www.icongo.in)



Prof. Dr. R. Ganesan, Chairman, National Foundation for Entrepreneurship Development bestowing the Karmaveer Puraskar Award to Dr. G. Varadharajan, Chairman, Dr.G.V. Health & Education Foundation on 27-03-2014

## GUIDE LINES FOR A PROSPECTIVE ENTREPRENEUR

### **What can be done for self-employment?**

A micro or small or medium enterprise can easily be set up for self-employment. You can choose an activity depending upon your interest and suitability not only to become self-employed but also to generate employment for others.

### **What is a Micro, Small or Medium Enterprise?**

The earlier concept of 'Industries' has been changed to 'Enterprises'

- Enterprises have been classified broadly into:

(i) Enterprises engaged in the Manufacture / production of Goods pertaining to any industry; & (ii) Enterprises engaged in providing / Rendering of services.

- Manufacturing enterprises have been defined in terms of investment in plant and machinery (excluding land & buildings) and further classified into :

- Micro Enterprises - investment up to Rs.25 lakhs.

- Small Enterprises - investment above Rs. 25 lakhs & up to Rs. 5 crores

- Medium Enterprises- investment above Rs. 5 crore & up to Rs.10 crore.

- Service enterprises have been defined in terms of their investment in equipment (excluding land & buildings) and further classified into:

### **Micro Enterprises**

Investment up to Rs.10 lakhs

### **Small Enterprises**

Investment above Rs.10 lakhs & up to Rs. 2 Crores

### **Medium Enterprises**

Investment above Rs. 2 crores & up to Rs. 5 crores

It is not necessary to engage in manufacturing activity for self-employment. One can set up service enterprises as well

### **How do I select an activity for self-employment?**

For selecting an activity or enterprise, you will have to consider the following significant issues:

- Where do you want to promote the enterprise?

- What resources are available near the location of the enterprise?
- What kind of market or consumer pattern exists near the site of enterprise?
- What kind of contacts you have to exploit to your advantage for marketing of the product?
- What infrastructure is available at the location of your enterprise?
- How much capital is available?

There are many other considerations including availability of skilled manpower, raw material, technology etc. before you narrow down your choice for selection of industry or activity.

#### Who will assist in identifying the activity?

Development Institutes like MSIME & NFED can assist you in identifying the activity based on the Industrial Potential Survey and product specific market studies. District Industries Centers/State Directorate of Industries also facilitate in identification of a suitable activity.

#### What steps are required for identifying the activity?

A preliminary market study of product(s) or service(s) needs to be undertaken to analyze consumption and availability pattern. If there is a gap in demand and supply, the activity considered ideal for selection.

#### Where is market information available?

Market information is available with MSME Development Institutes (MSMEDIs) and DIC's of respective states/areas. Market Survey reports on various items and Industrial potential surveys of particular

areas provide the information about the market potential of items. Industry and Trade associations, specialized institutions like PPDC can also provide such information.

#### How can market potential be ascertained?

Market potential can be ascertained by conducting preliminary study by prospective entrepreneur to get an insight of the product/services to be setup. An entrepreneur can estimate local demand, demand within the state or country, export market and future prospects of product(s)/service(s). Visit to wholesale and retail markets, bulk consumers etc. provides accurate information on market potential.

#### Is there any agency providing guidance on marketing potential?

MSMEDI and State Governments agencies viz. DICs, SIDCs & NFED provides guidance on market potential. The gap in demand & supply can be established through potential surveys and market assessments with the help of these agencies.

#### Where can the enterprise be setup?

The enterprise can be set up in designated industrial areas, where infrastructure facilities are available and is near to the market identified. It can also be set up in any other area depending upon nature of activity and local municipal rules.

#### What are the inputs required for setting up an enterprise?

The following major inputs are required for setting up an enterprise:

- Land, building or shed
- Machinery and equipments
- Raw Materials
- Power & Water
- Skilled Manpower

#### Capital & Supportive Sources

#### Are there any projects suitable for non-technical and inexperienced entrepreneurs?

There are many projects, which are suitable for non-technical and inexperienced entrepreneurs. Skilled manpower and technical personnel can be hired according to needs. Entrepreneurs can also join special short term training programmes. MSMEDI's, DIC's, NSIC, NFED etc. provide intensive consultancy to such first generation entrepreneurs.

#### How can a new entrepreneur compete with the existing manufacturers?

A prospective entrepreneur can take the advantage of opting for the latest technology and production process and operate at higher volume of operation. This leads to reduced production cost and production of quality goods and services. A new entrepreneur can thus provide improved quality goods and services at lower cost and further tap the market with innovative marketing approach.

#### Financial Assistance

#### Which are the agencies providing financial assistance?

Financial assistance is available from institutions such as Nationalized Banks, Small Industries Development Bank of India, Regional Rural Banks, National Small Industries Corporation, State Financial Corporations etc. depending upon the project requirement and promoters background. Financial assistance has two components. Loan for fixed capital is used to acquire Plant and Machinery, land and building. Working capital loan

is used to meet day to day operational cost of the production. State Financial Corporation and National Small Industries Corporation generally provides working capital. However under package assistance, State

Financial Corporations also provide a composite loan covering plant and machinery and working capital.

### **How to choose the most suitable source of funding?**

Any of the financial institutions can be approached to get funds keeping in view their specific schemes. Evaluate and compare the terms and conditions, including rate of interest and repayment period of loan offered by the different financial institutions. Select the financial institution, which offers funds at minimum interest rate as per your repayment plan to suit your project. Choose the Institution, which is in close proximity to the project site if other terms and conditions are similar.

### **What are the eligibility criteria for getting a loan?**

The major eligibility criterion is to return on the investment and profitability of the project proposed to be set up. Any financial institution will support the project if repayment is assured.

How much money the entrepreneur is required to invest out of his own resources?

Some portion of total investment has to be contributed by the Entrepreneur out of own sources. This is called margin money. Financial Institutions insist on 10 to 25 per cent margin money depending upon

the category of the entrepreneur, risk factor and existing scheme under which the project will be financed. What to do if an entrepreneur does not have any money of his-own?

It is simple. One can arrange for loan for margin money under the scheme being operated by the State Commissioner/Directorate of Industries or State Bank of India. But this scheme is generally offered to professionally qualified entrepreneurs. Alternately you may have to prune down the size of your project in tune with available margin money. The financial institutions will prefer to support an entrepreneur, who is willing to put his/her own stake to some extent.

### **What is the procedure for getting a loan?**

An entrepreneur should approach the concerned financial institution viz. State Financial Corporation, NSIC, Bank branches etc. Application in prescribed proforma has to be submitted along with project report including proof of ownership/availability of land/building, proof of residence, collateral securities (wherever applicable) etc. The loan is given by the institution if the application meets the norms.

### **Can the loan be used to cover all types of investment in the project?**

The amount of loan can be used to cover all types of investment required in the project, such as machinery & equipment, and working capital, land and building. The lending agency for each component of loan may be same or different.

### **Is there any agency for funding the land and building costs?**

The Banks and State Financial Corporations offer assistance for land/building/shed to certain extent. However, some qualifying parameters have been laid down by these institutions. In addition, Housing Development Corporation also provides funds for land /building.

### **What are the general conditions for availing financial assistance?**

The general conditions for getting financial assistance are:

- Eligibility criteria
- Technical /Economic viability
- Promoters contribution
- Capacity to repay loan
- Collateral securities/guarantee

Is loan available from any other source for small projects?

Loan is also offered under some special schemes which are directed towards creation of self-employment.

### **MOTIVATIONAL QUOTES BY WOMEN ACROSS THE GLOBE**



**Mother Theresa, social activist**  
"I know God will not give me anything I can't handle. I just wish that He didn't trust me so much".

**NATIONAL FOUNDATION  
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**Barbara De Angelis, American  
researcher**

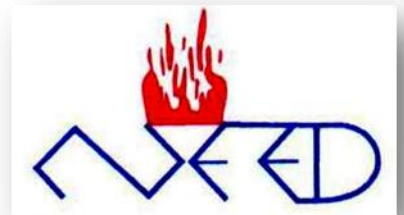
**"You never lose by loving. You  
always lose by holding back."**



**Indra Nooyi**

**Women Entrepreneur -  
Chairman & CEO of PepsiCo**

**"The times I feel the greatest  
are when I'm coaching,  
developing talent, mentoring  
people to do what they never  
thought they could. When you  
see your team blossoming and  
growing, you say, 'Man, I'm  
doing good for the next  
generation," as in a  
conversation with  
goodhousekeeping.com.**



**NATIONAL FOUNDATION FOR ENTREPRENEURSHIP DEVELOPMENT**

**(In Pursuance To Create Socio-Economic Sustenance Through Entrepreneurship)**

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