



Department of Science and
Technology, Government of India



PG & Research Department of Commerce

Seethalakshmi Ramaswami College

(Autonomous & Accredited With 'A' Grade By NAAC)

TIRUCHIRAPPALLI -2.

In collaboration with

National Institute of Technology, Tiruchirappalli- 15

Centre for Entrepreneurship Development and Incubation

(Established under the TIDE Scheme, DeITY, Ministry of C & IT, Govt of India)

Tel: 0431-2504760 Email: cedi@nitt.edu, www.nitt-cedi.in

Invites you for the
Inauguration of
Entrepreneurship Awareness Camp
03 -05 October, 2016

Venue: Sri Vidhya Ganapathy Hall

Time: 1.00 pm - 4.00 pm

Programme:

- | | |
|-------------------|---|
| Welcome Address | : Dr. S. Syamali, Associate Professor & Head Department of Commerce, SeethalakshmiRamaswami College, Trichy. |
| Inaugural Address | : Dr. M. Jayanthi, Principal, SeethalakshmiRamaswami College, Trichy. |
| Keynote Address | : Dr. G. Kannabiran Director In-Charge, Professor (HAG) of Management Studies, National Institute of Technology, Trichy |
| Vote of Thanks | : Dr. M. Hemalatha, Professor & HOD, Dept of MBA, MAM College of Engg, Trichy |

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ENTREPRENEURSHIP AWARENESS CAMP (EAC)

03 – 05 October 2016

Venue: Sri VidhyaGanapathy Hall,
SeethalakshmiRamaswami College,
Trichy

PROGRAMME SCHEDULE

| Date and Day | Session* | Subject / Topic | Faculty |
|-----------------------------------|----------|--|---|
| 1 | 2 | 3 | 4 |
| 03/10/2016 1 st Day | I | Inauguration – Camp Objective, Entrepreneurship (General concepts only) | Mr. Sivakumar, Founder and Director of Trichyplus, Trichy. |
| | II | Historical background – Indian values vis-à-vis Entrepreneurship and the present scenario | |
| | III | Identification of opportunities for Entrepreneurs | Mr. Leo Ananth J, Chairman & Managing Director, EQuadriga Software, Trichy |
| | IV | Mechanism of product selection and Technology – assistance from R&D labs and others on choice of technology etc | |
| 04/10/2016 2 nd Day | I | How to start a SSI unit (General concept about the Govt. formalities, rules & regulation, location, and different aspect of an industrial venture.) | Mrs. Vijayakumari, Managing Director, Oviya Arts and Music Academy, Trichy. |
| | II | Tech. & commercial aspects of SSI unit (General concept only) | |
| | III | Financial aspects of SSI unit including salient features of a project report | Mr. K. Sushil Kumar, Manager, TIIC, Trichy |
| | IV | Support and financial assistance from Govt. agencies, banks, financial institutions, SFCs and others – securities demanded by FIs / banks etc | |
| 05/10/2016 3 rd Day | I | Creativity and business – the man behind the venture – the behavioral scientist's approach | Dr. M. Hemalatha, Professor & HOD, Dept of MBA, MAM College of Engg, Trichy |
| | II | Communication Skills (interacting with people) for better results | |
| | III | Lectures by practicing Entrepreneur's success stories – common problems face by entrepreneurs | |
| | IV | Discussion with participants for their reaction about the camp, (including factory visit) | |

*Each session is one hour fifteen minutes