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,
Seethalakshmi Ramaswami College,
Trichy.

Inaugural Address : Dr. M. Jayanthi,
Principal,
Seethalakshmi Ramaswami 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
ENTREPRENEURSHIP AWARENESS CAMP (EAC)

03 – 05 October 2016

Venue: Sri VidhyaGanapathy Hall,
SeethalakshmiRamaswami College,
Trichy

PROGRAMME SCHEDULE

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