



VINAYAKA MISSION'S
RESEARCH FOUNDATION

(Deemed to be University under section 3 of the UGC Act 1956)



VINAYAKA MISSION'S
KIRUPANANDA VARIYAR
ENGINEERING COLLEGE

VINAYAKA MISSION'S KIRUPANANDA VARIYAR ENGINEERING COLLEGE

A Constituent College of Vinayaka Mission's Research Foundation

(Deemed to be University under section 3 of the UGC Act 1956)

NH – 47, Sankari Main Road, PeriyaSeeragapadi, Salem – 636 308. Tamil Nadu.

Department of Management Studies
in Collaboration with
Department of Science and Technology (DST), Ahmedabad



Sanctioned under the scheme of

National Implementing and Monitoring Agency for Training (Project) - Entrepreneurship Development Institute of India

Cordially invite you for the

“ENTREPRENEURSHIP AWARENESS CAMP”

On 20th, 21st & 22nd March 2019 Time: 9.15 AM @ A/C Auditorium, VMKVEC

With Heavenly Blessings of

Dr. A. SHANMUGASUNDRAM

Founder Chancellor, Vinayaka Mission's Research Foundation (Deemed to be University), Salem.

With the Benevolence of

Mrs. ANNAPOORNI SHANMUGASUNDRAM

Trustee, Vinayaka Mission's Research Foundation, Salem.

In the Honourable Presence of

Hon'ble Dato's Sri. Dr. S.SHARAVANAN

Pro-Chancellor, VMRF (DU), Salem

Hon'ble Dr. A.S. GANESAN

Chancellor, VMRF (DU), Salem

In the August Presence of

Prof. Dr. P.K. SUDHIR

Vice Chancellor, VMRF (DU)

Dr. J. SABARINATHAN

Director (Academics), VMRF (DU)

Prof. Dr. A. NAGAPPAN

Principal, VMKVEC, Salem

Will Preside over the Function

Chief Guest

Er. P. RAMANATHAN

President - Salem Productivity Council, Salem

Dr. P.MARISHKUMAR

Asso. Prof. / MBA

EAC- Programme Co-ordinator

Prof. Dr. C.S. RAMANIGOPAL

Professor & Head

Department of Management Studies

PROGRAMME SCHEDULE

	Session I	Session II		Session III	Session IV
	9.30 AM to 11.00 AM	11.15 AM to 12.45PM		1.30 PM to 3.00PM	3.15PM to 4.45PM
Day I (20.03.2018 - Wednesday)	Inauguration- Camp Objective, Entrepreneurship (general concepts only)	Historical background-Indian values vis-a-vis Entrepreneurship and the present scenario	LUNCH BREAK (12.45 PM to 1.30 PM)	Identification of opportunities for entrepreneurs	Mechanism of product selection and technology-assistance from R&D labs and others on choice of technology etc
	Dr. A. NAGAPPAN, Principal, VMKV Engineering College, Salem	Dr. C.S. RAMANIGOPAL Prof & Head, Department of Management Studies, VMKV Engineering College, Salem		Dr. M. HEMAMARY, Associate Professor, Department of Business Administration Sakhi Kailash Women's College, Salem	Dr. C. NATARAJAN, Assistant Professor & Head, Department of Commerce, Government Arts College for Women, Karimangalam.
Day II (21.03.2018 - Thursday)	How to start a SSI unit (General concept about the Govt. formalities, rules & regulation, location, and different aspect of an industrial venture.)	Tech. & Commercial Aspects of SSI unit (General concept only)		Financial aspects of SSI unit including salient features of a project report	Support and financial assistance from Govt. agencies, banks, financial institutions, SFCs and others- securities demanded by FIs/banks etc
	Er. P. RAMANATHAN, President- Salem Productivity Council	Dr. K. SARAVANAKUMAR, Assistant Professor & EDP Co-ordinator Department of Economics, Erode Arts and Science College.		Dr. G.PALANIAPPAN Associate Professor, Department of Management Studies, VMKV Engineering College, Salem	Dr.C. SENGOTTUVEL, Assistant Professor, Department of Commerce, Salem Sowdeswari College, Salem
Day III (22.03.2018 - Friday)	Creativity and business- the man behind the venture -the behavioural scientist's approach	Communication skills (interacting with people) for better results		Lectures by practicing entrepreneur's success stories- common problems faced by entrepreneurs	Discussion with participants for their reactions about the camp, (Including factory visit)
	Dr. S. ASOKKUMAR, Professor & Head, Mahindra Engineering College, Nammakal	Dr. S. NATARAJAN, Assistant Professor, VMKV Engineering College, Salem		Dr. G. MURUGESAN, Professor, Department of Management Studies, VMKV Engineering College, Salem	Dr. P. MARISHKUMAR, Associate Professor, Department of Management Studies, VMKV Engineering College, Salem