

12.10.2017

Workshop on “Igniting Entrepreneurial Skills”

Forenoon Session						
Progr amm e	001	Date	Day	Time	Details of Resource Person	Particip ants
Venue	Thiruvalluva r Hall	11.10.2017	Wednesday	10:00- 11:45	Mr. Ajay Kumar, Regional Sales Mgr, South Indian Bank, Tamilnadu	80 Students
				11:45- 01:00	Mr. N. Moosa Kaleemullah, Founder Agro Carbons and Horizon Academy, Coimbatore	
Afternoon Session (Parallel Sessions)						
Venue	Thiruvalluva r Hall	11.10.2017	Wednesday	02:00- 03:30	Mr. B. Nagaraj, CEO, Latha Info Tech, Coimbatore	60 Students
	N 202				Mr.B. Bala Senthilkumar, Founder and Managing Director, Ze- Bancairo School of Banking, Coimbatore	60 Students
	N 203				Mrs. P. Shanmuga priya, Chairman, Bio- Natural products, Coimbatore	40 Students
	N 204				Mrs. K. Vasantha Kokilam, Proprietor, Candle fire Development Academy, Coimbatore	30 Students

In order to nurture the idea of entrepreneurship among the students, Department of Management, was directed to celebrate Small Industries Day where one day workshop on “Igniting Entrepreneurial Skills” on Wednesday, the 11th October 2017 in Thiruvalluvar Hall at 10.00 am. The participants were down from various departments of Karpagam Academy of higher Education and neighboring Institutions. Around 15 students are from other institutions. Certificates were issued to all participants.

During the Inaugural session Mr. T Shanmugavel Coordinator, IQAC Karpagam Academy of Higher Education highlighted opportunities of young entrepreneurs and how to overcome the obstacles to be a successful entrepreneur.

During the Second session Dr. K. Prabhakaran, Coordinator –UIIC Karpagam Academy of Higher Education, Coimbatore highlighted skills required to become a successful entrepreneur. He advised the students to make use of University Institute Interaction Cell to enrich their entrepreneurial skills.

Forenoon Session – Session One (Time: 10:00 am to 11:30 am)



Mr. M. Ajay Kumar, Regional Sales Manager, South Indian Bank, **Mr. T. Shanmugavel**, Coordinator – IQAC and **Dr. M. Ashok Kumar** Prof & HoD – Department of Management Karpagam University

About the Event:

The session was about the Financial Assistance for start-ups. The resource person explained about various financial schemes available to entrepreneurs such as CGTMSE (Credit Guarantee Fund Trust for Micro Small and Enterprises), PRATAN MANTRI MUDRA YOJANA scheme, Startup India, Banking procedure and available Government subsidies. Apart from that there are some specific schemes available for Widows, Divorced Women's and other schemes which promotes women entrepreneurship. He also made a note on the methods of getting loan from the bank and about various types of loan available for new

entrepreneurs. The session was tuned out to be an informative session for students in making them to understand ways a bank can help them to start their own business.

Forenoon – Session Two (Time: 11:45 am to 01:00 pm)



Mr. N. Moosa Kaleemullah, Founder of Agro Carbons and Horizon Training Academy sharing his ideas to the students, **Dr. Prabhakaran** Coordinator, UIIC Karpagam University

About the Event:

He said about how he identified customers of abroad to export various agricultural products. After identifying the customers it is essential to know the documents which are required for doing exports. He has given detailed information about most frequently used documents in export like commercial invoice, airway bill, bill of lading, certificate of origin, packing list and letter of credit and explained the technicality of their documents

Apart from these points, he shared the techniques of how to become on successful entrepreneur with few real time examples. He also shared a story of Sree Annapoorna restaurant and their techniques to become a trusted brand. He stressed that innovation plays an important role in increasing the success rate of the company. The session was unique and interesting, students learnt about important things needed for an entrepreneur to be successful. He also guided the audience in document involved in logistics

Afternoon– Session Three



Mr. B. Nagaraj, CEO – Latha Info Tech, Sharing about various Marketing techniques with the participants

About the Event:

Mr. B. Nagaraj, CEO of Latha Info Tech, Coimbatore, who is a business consultant by profession. He shared about his business experience in Botswana, Africa. He started with a small story of how his company was bankrupted in the year 2006. Afterwards he discussed his business of Botswana, Africa. He compared India and Africa for ease of starting the business. He told that there are many countries in the world that have good business opportunities like Botswana, Africa. He also motivated the students regarding confidence, time management, perfection, discipline, commitment and other leadership qualities to become on successful entrepreneur. Further he explained strategies available to fix price for a product.

Outcome: The session was very useful to understand the role of marketing to promote a product among customers. Further, he added the various investment techniques.

Afternoon – Session Three



Mr. Bala Senthil Kumar, Alumni, Founder and Managing Director – Ze-Bancairo School of Banking, Coimbatore, Dr. C. Sagunthala, Assistant Professor, Karpagam University.

The Guest:

Mr. B. Bala Senthil Kumar, Founder and Managing Director, Ze-Bancairo School of Banking, Coimbatore. He is an alumni student of MBA specialized in HR and Systems of Karpagam University (2013 -2015 Batch). He has cleared IBPS PO, Clerical exams, SBI Associates Clerical exam, Regional Rural Bank (RRB) Scale-1 in 2014-2015.

About the Event:

Mr. B. Bala Senthil Kumar, who is also the MBA alumni of Karpagam Academy of Higher Education (MBA – Batch: 2011 – 13). The session was about the development of skills. According to him, an Entrepreneur must have various skill sets to become a successful business man. He listed out some essential skills like Volunteering, Positive Attitude,

Listening skills, and Communication skills. Apart from that an Entrepreneur must need various other qualities like body language, Sense of humor. He highlighted that the process of creating team is very vital in an organization to become successful. The session was very useful and he gave new ideas to the students to start a business on their own.

Afternoon– Session Five



Mrs. P. Shanmuga priya, Chairman Bio-Natural products, Coimbatore sharing the view on starting business

The session was started as a discussion which brought the student to understand the entire activities of business. She explained about different kinds of sources available for finance which included various sources like self, private, bank, partners etc. She shared her experience from the planning phase of business to marketing the products to target customers. This includes various phases like attracting the customers, understanding and satisfying the customer needs, customer motivation and marketing the products among customers. Further she explained the process of producing new product based on her own experience. The session was with respect to how to self develop oneself and achieve their goal.

Afternoon– Session Six



Mrs. K. Vasanthakokilam, Proprietor of Candle fire Academy, Coimbatore discussing the “Qualities needed to become Successful Entrepreneur”

The session was about qualities needed to become a successful entrepreneur. Based on her experience, she identified ten important qualities to become successful entrepreneur. The qualities are disciplined, confident, open minded, competitive spirit, risk taking, innovative thinking, strong soft skill, decision making skill, hard working and self motivated. All listed qualities were discussed clearly by the resource person with students by providing appropriate real time examples. Students hosted questions like what are all the opportunities for women entrepreneurs. Further the resource person discussed how she was converted her obstacles into success. The session motivated the students to work hard and to start a new venture through adequate forward planning and execution.

Thus Small Industries day celebration ended by 4.Pm with vote of thanks. students