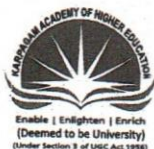


Invitation



Decennium Year 2017-2018

**KARPAGAM ACADEMY OF HIGHER EDUCATION  
KARPAGAM UNIVERSITY**

(Deemed to be University Established Under Section 3 of UGC Act, 1956)  
Eachanari (Post), Coimbatore – 641 021, Tamilnadu, India.

**DEPARTMENT OF MANAGEMENT**

Cordially invites you for the  
**SMALL INDUSTRIES DAY**  
celebration on

**"IGNITING ENTREPRENEURIAL SKILLS"**

On

Wednesday, 11<sup>th</sup> October 2017  
at Thiruvalluvar Hall

**Dr. S. Sudalaimuthu**  
Vice-Chancellor, Karpagam Academy of Higher Education  
Presides

Chief Guest :

**Mr. M. Ajay Kumar**  
Regional Sales Manager, South Indian Bank  
Tamil Nadu

Delivers chief guest address

**Organizing secretaries**

Mrs. P. Sathiya Bama & Mr. S. Nagarajan  
Assistant Professor  
Department of Management

Dr. M. Ashok Kumar  
Professor & Head  
Dr. M. Nandhini  
BBA-Coordinator  
Department of Management

## PROGRAMME

October 11, 2017

9:00–9:30 am : Registration

9:30–10:30 am : Inaugural Session

10:30 a.m. – 10:45 a.m.	Tea Break
10:45 a.m. – 11:45 a.m.	<b>Session-I Financial Assistance for Start-ups (Venue: Thiruvalluvar Hall)</b> Mr. M. Ajay Kumar Regional Sales Manager, South Indian Bank Tamil Nadu
11:45 a.m. – 01:00 p.m.	<b>Session-II Opportunities for Start-ups (Venue: Thiruvalluvar Hall)</b> Mr. K. Rajasekaran, Managing Director Vaishnavi Car Dealers, Coimbatore
01:00 p.m. – 02:00 p.m.	Lunch Break
02:00pm to 03:30 pm Igniting Entrepreneurial Skills (parallel sessions)	<b>Session-III (Venue: MBA Lecture Hall N 203)</b> Mr. B. Nagaraj, CEO Latha Info tech, Coimbatore
	<b>Session-IV (Venue: Thiruvalluvar Hall)</b> Mr. Dinesh Kumar Amirthalakshmi, Managing Partner, Amirtha Lakshmi CNC Components, Coimbatore
	<b>Session-V (Venue: MBA Lecture Hall N 204)</b> Mr. K. Vasantha Kokilam, Proprietor, Candle Fire Development Academy, Coimbatore
	<b>Alumni as Entrepreneur</b> <b>Session-VI (Venue: MBA Lecture Hall N 202)</b> Mr. B. Balasenthil Kumar, Founder & Managing Director, Ze-Bancairo School of Banking, Coimbatore
	<b>Session-VII (Venue: MBA Lecture Hall N 202)</b> Mr. S. Sudharsan Balaji Emerging Entrepreneur, Coimbatore
03:30 p.m. – 03:45 p.m.	Valediction



### Small Industries Day Celebrations

Venue	Day / Date	Time	Details of Resource Person	Participants
Thiruvalluvar Hall	Wednesday 11.10.2017 FN	10:00-11.45	Mr. Ajay Kumar, Regional Sales Mgr, South Indian Bank, Tamilnadu	75 Students
		11:45-01:00	Mr. N. Moosa Kaleemullah, Founder, Agro Carbons and Horizon Academy, Coimbatore	
Thiruvalluvar Hall	Wednesday 11.10.2017 AN	02:00-03:30 (Parallel Sessions)	Mr. B. Nagaraj, CEO, Latha Info Tech, Coimbatore	40 Students
N 202			Mr. B. Bala Senthil Kumar, Founder and Managing Director, Ze-Bancairo School of Banking, Coimbatore	31 Students
N 203			Mrs. P. Shanmugapriya, Chairman, Bio-Natural products, Coimbatore	32 Students
N 204			Mrs. K. Vasantha Kokilam, Proprietor, Candle fire Development Academy, Coimbatore	34 Students

To throw light among the students on entrepreneurship, Department of Management, Karpagam Academy of Higher Education organized a one-day workshop named "Igniting Entrepreneurial Skills" on Wednesday, the 11<sup>th</sup> October 2017 at Thiruvalluvar Hall. Students from various departments attended the workshop and around 15 students from other institutions have made their presence. All students were mainly enlightened on the role that entrepreneurs can play in the development of our nation and wide range of opportunities that a country like India can offer to its entrepreneurs.

#### **Forenoon – Session Three (Time: 10:00 am to 01:00 pm)**

First Session was about Financial Assistance for start-ups. Mr. Ajay Kumar explained about various financial schemes available to entrepreneurs such as Credit Guarantee fund Trust Scheme for Micro, Small and Medium Enterprises (CGTMSE) provides a framework for the Banks to extend up to Rs.1 crore of loan without any collateral security towards term loan and working capital requirements of a business. Similarly the schemes like Pradhan Mantri MUDRA Yojana (PMMY) would help in facilitating micro credit up to 10 lakhs to small business owners, Startup India Scheme promotes bank financing for start-up ventures to boost entrepreneurship and encourage start ups with jobs creation. He mentioned available government subsidies to support entrepreneurship. Apart from that there are some specific schemes available for widows, divorced women and other schemes which promote's women entrepreneurship. He also stated the different methods to get loan from the bank and also about various types of loan available for new entrepreneurs. The session turned out to be an informative session for students in making them to understand about the various ways a bank can help them in starting their own business.



Second session was about Import and Export documentation. Mr. N. Kaleemullah, Founder of Agro Carbons and Horizon Training Academy was the resource person. He emphasized mainly about the export potential of agricultural products in India and how to identify suitable clients in abroad to export. He explained about the license and documentation procedures involved in export business. He has given detailed information about the pivotal documents required for export/import such as invoice, packing list, airway bill, Bill of Lading, Certificate of Origin, Letter of Credit, etc. Along with these points, he also shared various qualities needed to become a successful Entrepreneur with some interesting real time examples. He reiterated about the importance and significance of innovation which plays a crucial role in the success of every company. The Session was unique and interesting. Students learnt about the basic things needed for an entrepreneur to be successful.

**Afternoon – Session Three (Time: 02:00 pm to 03:30 pm)**

Third session was handled by Mr. B. Nagaraj, CEO of Latha InfoTech, Coimbatore. He is a business consultant by profession. He shared about his business experience in Botswana, Africa. He encouraged the students not to get depressed during failures but to fight until success is reached with a small story that how his company was bankrupted in the year 2006 and how he had overcome that situation to now. He told that there are many countries in the world with good business opportunities like Africa, Europe, Russia, etc. He also motivated the students regarding confidence, time management, perfection and other leadership qualities to become a successful entrepreneur.

Fourth session was with Mr. B. Bala Senthil Kumar, who was also the MBA alumnus of Karpagam Academy of Higher Education (Batch: 2011 – 13). The session was about self-development and personality development. According to him, an entrepreneur must have various skill sets to become a successful businessman. He listed out some essential skills like volunteering, positive attitude, listening skills, interpersonal skills, strong body language and good sense of humor. He highlighted about the importance of building a strong team for the success of an organization. The session was very useful and he gave new ideas to the students to start a business on their own.

Fifth session started as a discussion by Mrs. P. Shanmuga priya, making the student to understand the entire operational activities involved in starting a business. She shared her own experience from nascent stage to finally getting established in business. She mainly emphasized about the significant role that sales and marketing department plays in various stages like gaining customer attraction, understanding and satisfying the customer needs.

Further, she explained the process of producing a new product based on her own experience. The session was inspirational to the students acquiring knowledge on how to self-develop them.

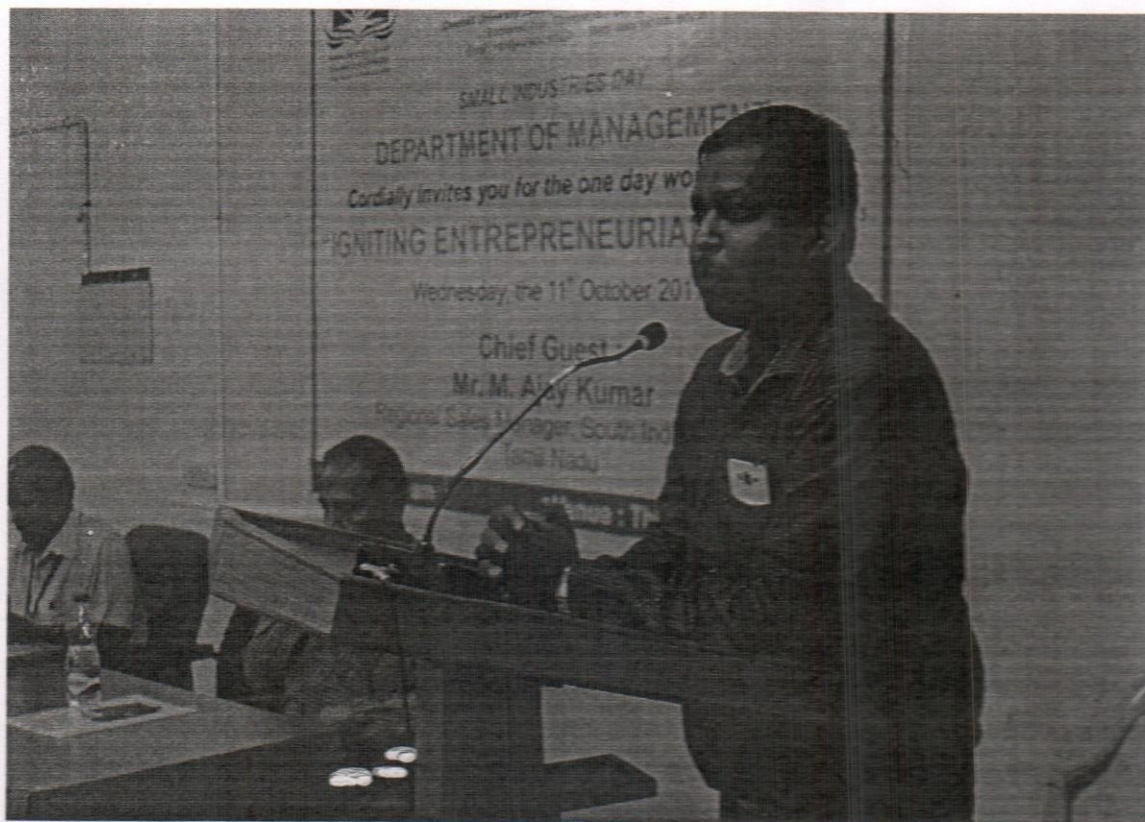
Sixth session was about essential traits needed to transform as successful entrepreneur based on her life experience. She said that there are ten most important qualities to become a successful entrepreneur and they are discipline, confidence, open-mindedness, risk-taking ability, creativity, interpersonal skill, quick decision making ability, hardworking and smart working ability, and Self-Motivation. The session was motivational for the students to transform themselves into a successful entrepreneur.

At the end, the workshop ended successfully with the National Anthem.



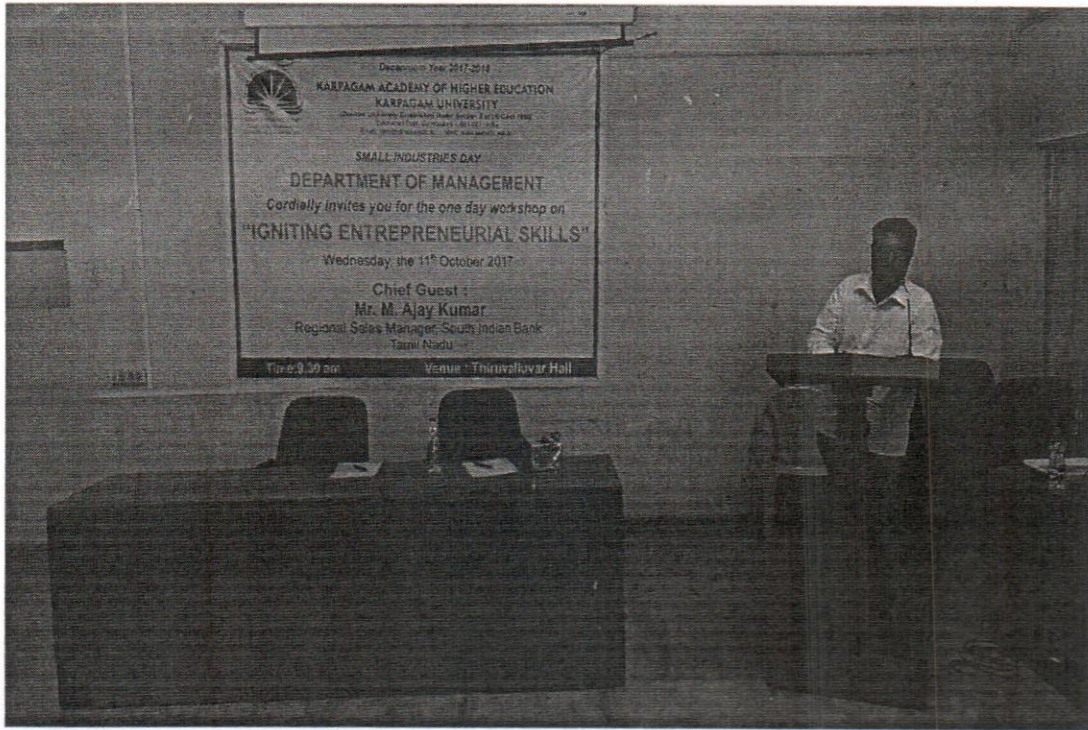


**Mr. M. Ajay Kumar, Regional Sales Manager, South Indian Bank delivers a lecture on "Financial Assistance for Start-ups"**

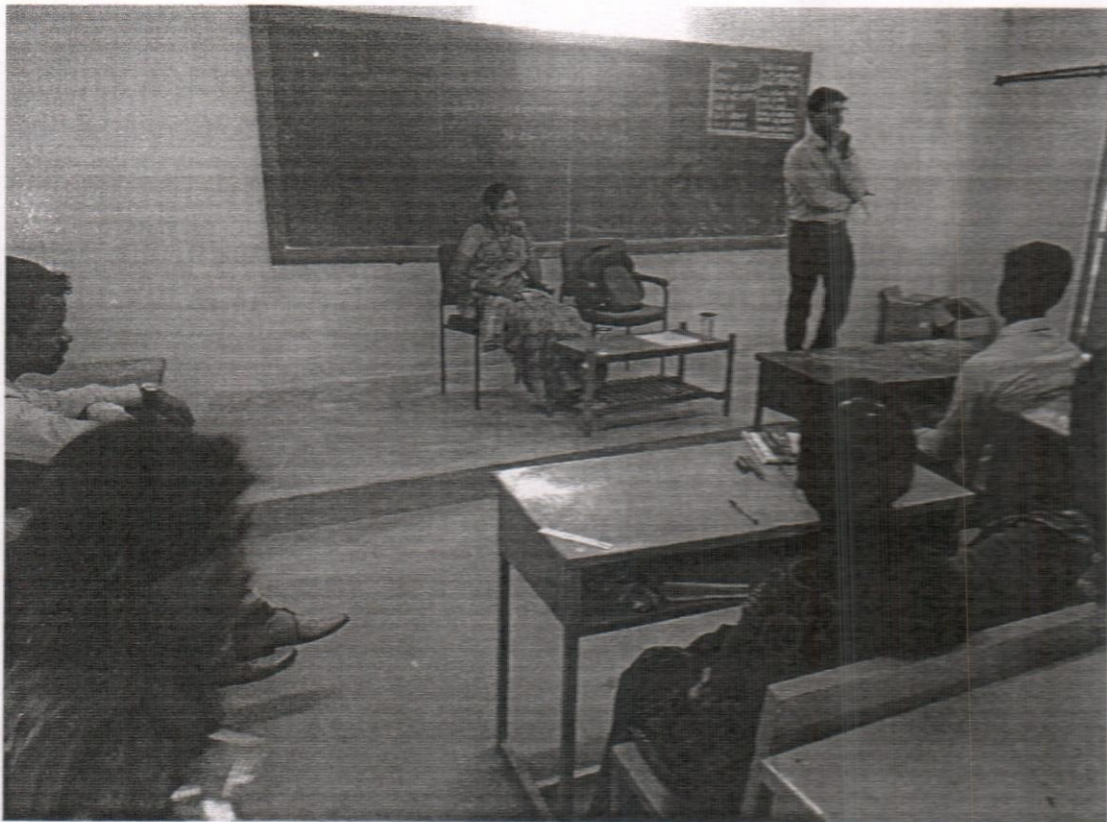


**Mr. N. Moosa Kaleemullah, Founder of Agro Carbons and Horizon Training Academy shares his idea on "Import and Export documentation"**





**Mr. B. Nagaraj, CEO of Latha InfoTech, Coimbatore delivers his views on “Business opportunities in aboard”**



**Mr. B. Bala Senthil Kumar, Founder and Managing Director, Ze-Bancairo School of Banking, Coimbatore speaks on “Skill sets required to become a successful businessman”**