

ACADEMIC YEAR 2023-24 (EVEN SEMESTER)

Seminar

On

"Entrepreneurship Awareness"

31.05.2024

REPORT

Institution's Innovation Council (IIC) of Kings College of Engineering organized Seminar on "Entrepreneurship Awareness" on 31.5.2024.

Objective:

The main objective of this Seminar is :

- Entrepreneurship Awareness Program training program objective is to create awareness among faculty and students of Engineering and Science courses about various facets of entrepreneurship as an alternative career option as also to highlight the merits of pursuing such an option.
- It is aim to inspire and educate potential entrepreneurs, equipping them with essential knowledge and skills to pursue entrepreneurial ventures.
- This Seminar typically cover topics such as business ideation, market research, financial planning, legal aspects, and networking.

Speaker details:

Session 1: 10.30 am-11.30am

Session on "Entrepreneurship Awareness" by
Mr. Mohamed Juher, Founder and CEO, ESTOC, Kumbakonam.

Session 2: 11.30am-12.30am

Session on "District Industries Centre Loan Scheme" by
Ms.S.R.Saranya, Founder and Managing Director, J-Holidays, Kumbakonam

President:

Dr.J.Arputha vijaya selvi, Principal, KCE

Vice- President

Mr.R.Sundaramoorthi, Head of the Department / EEE

Members

Mr.R.Sundharam, AP/CIVIL

Ms.M.Mangalambigai, AP/CSE

Dr.K.Sudhakar, AP/T&P

Mr.J.Niranjan Samuel, JRF/R&D.

Programme Type: Awareness of Start-up

Promotion in social media: Instagram

Inaugural Session:

Inaugural session was started 10.15 A.M presided over by Dr.J.ArputhaVijaya Selvi, IIC President,Head of the Institution. The dignitaries during the inaugural session were Mr. Mohamed Juher ,Founder and CEO, ESTOC & Ms.S.R.Saranya,Founder and Managing Director,J-Holidays Resoure persons all the IIC Program Coordinators and IIC faculty and student Members.The program was started with Welcome addres delivered by Mr.R.Sundaramoorthi,HOD/EEE. Resource Person Introduction given by Mrs.M.Mangalambigai,AP/CSE.

Participants:

Faculty:05; Internal students :35 Total : 40

Session 1: Session on "Entrepreneurship Awareness" by Mr. Mohamed Juher ,Founder and CEO, ESTOC ,Kumbakonam.

The session was started by 10.30 A.M. Before starting the session, Resource person thanked Management, Principal, IIC Coordinators and members of Kings College of Engineering.

The following key points are discussed during presentation:

Introduction:

- The term business refers to an organization or enterprising entity engaged in commercial, industrial, or professional activities. The purpose of a business is to organize some sort of economic production of goods or services. Businesses can be for-profit entities or non-profit organizations fulfilling a charitable mission or furthering a social cause. Businesses range in scale and scope from sole proprietorships to large, international corporations.
- Discuss about the Essentials of entrepreneur.
- Explain about how to build a team and the hierarchy of team for Start-up.
- Firm Registration of Proprietorship, Partnership, LLP,Private Limited, Public Limited, OPC
- Elaborated the details of Registration like Trademark, Copyright, Taxation, Licenses.
- Discuss about the importance of hierarchy Like CEO, General Manager, Manager, Supervisor, Executive.
- Finally he share the following tips about the Business Development is,
- Competitors are Good for Business
- Don't put profit into another business
- A month profit is not for whole year
- Closely monitor profit & loss for first 100 Days
- Loss Handling Capacity

- Understand AI technology & Algorithms
- Use social media wisely
- Always behind ROI
- Keep update yourself in your strong areas
- Find all kind of freebees' to support your firm

**Session 2: Session on "District Industries Centre Loan Scheme "by
Ms.S.R.Saranya,Founder and Managing Director,J-Holidays,Kumbakonam**

The session-II was started by 11.30 a.m. Introduction about the resource person was delivered by Mrs.M.Mangalmbigai,AP/CSE,IIC faculty Member. Initially, resource person thanked Management, Principal, IIC Coordinators and student members. In her initial part of the session, she started about general introduction about Business loan provided by government and also explain how to apply that government loan and benefits of DIC Loan which helps to know about the financial support by the government.

Benefits In terms of Learning/Skills/Knowledge obtained:

- As an entrepreneur, you have the freedom to work on your terms and set your own schedule. This flexibility allows you to balance work and personal life effectively.
- Entrepreneurship involves learning new things every day. Whether it's market trends, customer preferences, or industry developments, staying informed is crucial for success.
- Running your own business provides an opportunity to generate wealth for yourself and your venture.
- Successful entrepreneurs create value and extract it from researched opportunities.
 - Overcoming challenges and turning ideas into reality builds confidence. As you achieve milestones, your belief in your abilities grows.

Valedictory Function:

The feedbacks from the participants were collected. Mrs.D.Mangalmbigai, IIC member delivered the vote of thanks.

Feedback:

- Entrepreneurship education plays a crucial role. When students receive formal or informal education about entrepreneurship, they gain insights into the challenges, skills, and mindset required. This education can positively impact their attitude by demystifying entrepreneurship.
- Positive experiences and role models can foster a favorable attitude, while negative perceptions may lead to skepticism. Encouraging awareness and providing relevant education can foster a positive mindset and inspire future entrepreneurs.

Session -I Photographs



Innagural Function

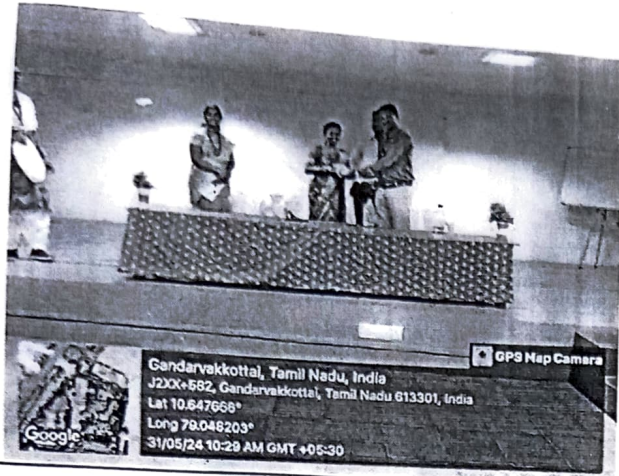


Session Handling



Welcome address

Session-II Photographs



Honoring Chief guest



Discussions

1. *[Signature]*
31/6/24

2. *[Signature]*
31/6/2024

IIC Members

[Signature]
31/6/24
Vice President-IIC & HOD/EEE

[Signature]
03/6/2024
President-IIC & Principal