



**PERIYAR
MANIAMMAI**
INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University)
Established Under Sec. 3 of UGC Act, 1956 • NAAC Accredited

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PROGRAMME REPORT ON

**SEMINAR-ENTREPRENEURIAL SKILL
DEVELOPMENT**

Resource Person

DR.AP ARUNA Ama MR.SRIHARI

Organized by

MANAGEMENT- PMIST

**NATIONAL SEMINAR
ON
"ENTREPRENEURIAL SKILL DEVELOPMENT"**

DATE: 21ST November 2024

VENUE: FREUD HALL

ORGANIZED BY

FACUTLY OF MANAGEMENT STUDIES



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S.NO	CONTENT
1.	Objectives of the programme
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9.	Outcome of the programme

The Objectives of the seminar were as follows:

- To create awareness about entrepreneurial skills among students.
- To provide insights into business administration and entrepreneurship.
- To explore the role of social media marketing in business startups.
- To encourage students to consider entrepreneurship as a career path.
- To facilitate interaction with industry experts and gain practical knowledge.

Brochure:



FACULTY OF MANAGEMENT STUDIES
IN
ASSOCIATION WITH IIC & PERIYAR TBI
PROUDLY ORGANIZING

NATIONAL SEMINAR ON

“ENTREPRENEURIAL SKILL DEVELOPMENT”

RESOURCE PERSONS

SESSION-1
“BUSINESS ADMINISTRATION AND
ENTREPRENEURSHIP”



**Dr.A.P.Aruna,
CEO, Periyar TBI.**

SESSION-2
“SOCIAL MEDIA MARKETING FOR
BUSINESS STARTUPS”



**Mr.Srihari,
Dentsu, Chennai.**



21ST NOVEMBER 2024.



FREUD HALL.

CONVENER
DR. B. MAHENDRAMOHAN
DEAN -FOMS

CO-CONVENER
DR.J.SATHYAPRIYA
HEAD -FOMS

COORDINATORS

MR.S.GOPALAKRISHNAN AP/FOMS
MR.J.EDWARD AP/FOMS

Programme Schedule:

Time	Session	Resource Person	Topic
09:30 AM – 10:00 AM	Inauguration	-	Welcome Speech by Convener
10:00 AM – 11:30 AM	Session 1	Dr. A.P. Aruna (CEO, Periyar TBI)	Business Administration and Entrepreneurship
11:30 AM – 11:45 AM	Tea Break	-	-
11:45 AM – 01:15 PM	Session 2	Mr. Srihari (Dentsu, Chennai)	Social Media Marketing for Business Startups
01:15 PM – 01:30 PM	Q&A and Feedback	-	Interactive session with participants
01:30 PM	Vote of Thanks & Closing	-	-

ATTENDANCE:

S.No	REG.NUMBER	NAME OF THE STUDENT
1.	1240114031035	AGALYA M
2.	1240124031036	AKASH A
3.	1240114031037	AMIRTHAVARSHINI S
4.	1240124031038	ARSATH AKTHAR A
5.	1240114031040	BHAVADHARINI K
6.	1240124031041	DAVID J D
7.	1240124031043	DURAIMURUGAN V
8.	1240124031045	HARIKIRUSHNAA K
9.	1240114031046	HARINI A S
10.	1240124031048	HARISH P
11.	1240124031049	HONEST RAJA S
12.	1240114031050	JAYA SWETHA M
13.	1240114031051	JESIMA YASMINE K
14.	1240114031052	KANISHKA S K
15.	1240114031053	KARTHIGA M
16.	1240114031055	KAVIYA V S
17.	1240114031056	KEERTHANA B
18.	1240114031058	KEERTHIYA B
19.	1240124031059	KISHORE A
20.	1240114031060	MAHALAKSHMI B
21.	1240124031061	MELVIN JOSHUA M
22.	1240114031063	MOHANA DURGA S
23.	1240114031064	MUTHULAKSHMI M
24.	1240114031065	PAVITHRA N
25.	1240114031066	POOJA E
26.	1240124031067	PRABAKAR S
27.	1240124031068	PRAGADEESH S
28.	1240114031069	PRAGADEESHWARI S
29.	1240124031071	RAGAVI G V
30.	1240124031072	RAGUL P
31.	1240114031073	SANTHIYA J
32.	1240124031074	SELVAKUMAR N
33.	1240124031076	SHEIK MOHAMED S
34.	1240114031077	SHELSHIYA J JULIN
35.	1240114031078	SHRUTHI SRII M
36.	1240114031079	SIREEN A
37.	1240124031080	SRI SHANMUGAM A G
38.	1240124031081	SRINIVASHAN M
39.	1240124031084	SURYA PRADEEP S
40.	1240114031085	SWATHI A

41.	1240114031087	THANYIMA I
42.	1240114031088	VAHINI S
43.	1240124031090	AJAY S
44.	1240124031091	ALEX PANDIYAN K
45.	1240124031092	ARJUN B
46.	1240114031093	ARTHI R
47.	1240124031094	ARUL SELVAN S
48.	1240114031095	AYISHA SIDDIKA M
49.	1240124031096	BRABHAKARAN V
50.	1240114031097	DEETCHANYA R
51.	1240114031098	DHARSHANA S
52.	1240114031099	DHIVYA SRI C M
53.	1240114031100	FAHMITHA FATHIMA A
54.	1240114031101	FAZILA S
55.	1240124031102	HARIGANESH G
56.	1240114031103	HARINI K
57.	1240124031104	HARISH P
58.	1240114031105	JANANI V
59.	1240114031106	JESSICA JERALIN A
60.	1240124031107	KAVIN KUMAR B
61.	1240114031108	KRISHNAPRIYA R
62.	1240124031109	KUMANAN K
63.	1240114031110	LAVANYA K
64.	1240124031111	LOKESHWARAN K
65.	1240114031112	MADHUMITHA C
66.	1240114031113	MAHASUBASRI B
67.	1240124031114	MANOJ KUMAR R
68.	1240124031115	MATHAVAN S
69.	1240124031116	MIDHUN M M
70.	1240124031117	MOHAMED JASAM S
71.	1240124031118	MURUGANANDAM V

72.	1240124031119	NAVEEN E
73.	1240124031120	PERIYASAMY S
74.	1240114031121	POOJA V
75.	1240114031122	RAAGAVI S A
76.	1240114031123	RAMYA S
77.	1240114031124	RUTHI K
78.	1240124031125	SANJAY S
79.	1240114031126	SHALINI JASMINE J
80.	1240114031127	SHALINI S
81.	1240114031128	SHALINI S
82.	1240114031129	SHANMUGA PRIYA R
83.	1240114031130	SHERLIN G
84.	1240124031131	SHIVA U
85.	1240114031132	SRI JANAVI S
86.	1240114031133	SRIDEVI S
87.	1240114031134	SUBHAJA P
88.	1240124031135	SUPER STAR R
89.	1240124031136	SURYA K
90.	1240114031137	SWATHYPRIYA K
91.	1240124031138	SYED MOHAMED KASSIMSHA M K
92.	1240114031139	THARAGESHWARI J
93.	1240114031140	VARSHINI SENTHILRAJ
94.	1240124031141	VELMURUGAN T
95.	1240124031142	VIGNESH V
96.	1240114031143	YOGASRI A
97.	1240124031144	AABITH M
98.	1240124031145	AAKASH G
99.	1240114031146	AARTHI G
100.	1240124031147	ABDUL BASSITH M
101.	1240124031148	ABDUL SALAM R

102.	1240114031149	ABISHEGA B
103.	1240124031150	AKILAN P
104.	1240124031151	ANNAMALAI R
105.	1240124031152	ARMAN SINGH
106.	1240124031153	BOVAZ A
107.	1240114031154	CHITHRA L
108.	1240124031155	DEEPANRAJ R
109.	1240114031156	DHARSHANA K
110.	1240124031157	DHARUN G G
111.	1240124031158	HAMEED ALI M
112.	1240124031159	HARIHARAN B S
113.	1240114031161	HEPZIBAH J
114.	1240114031162	JANANE U G
115.	1240124031163	JASIM FAZIL J
116.	1240114031164	JENO JOYLIN J
117.	1240114031165	JOTHIGA MOHANKUMAR
118.	1240114031166	KALPANA G
119.	1240114031167	KARUNYA T K
120.	1240124031168	KAVIN BABU S
121.	1240114031169	LAVANYA M
122.	1240114031170	MARGRET JANEFER B
123.	1240124031171	MOHAMED HASHIM J
124.	1240124031173	NAVEEN V
125.	1240124031174	NIDISH KUMAR R
126.	1240124031175	NISHANTH S
127.	1240114031176	NISHAYANI G
128.	1240124031177	NOORDEEN B
129.	1240114031178	PADMALOSHINI V
130.	1240114031179	PORSHANKARI K

131.	1240124031180	PRAGATHESHWARAN M
132.	1240114031181	RAATHAI S
133.	1240124031182	RAJARAJAN C
134.	1240124031184	ROHITH E
135.	1240124031185	SANTHOSH S
136.	1240124031186	SATHYA NARAYANAN G
137.	1240124031187	SHAJITH AHAMED A
138.	1240114031188	SHANMUGA PRIYA A
139.	1240114031189	VAISHALI S
140.	1240124031191	VIGNESH M
141.	1240124031192	VIMAL CHARAN G
142.	1240124031193	VINOTHKUMAR D



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Session 1 Report: Business Administration and Entrepreneurship

✦ Startup Ecosystem and Business Models

- Overview of **startup incubators and accelerators**, with a focus on **Periyar TBI**.
- Case studies of **successful startups** supported by incubation centers.

✦ Challenges in Entrepreneurship

- Financial and market challenges for new businesses.
- **Risk management** and strategies to sustain a startup.

✦ Government Schemes & Funding Opportunities

- Introduction to **government initiatives supporting startups** (e.g., Startup India, MSME schemes).
- Information on **funding sources**, including venture capital, angel investors, and crowdfunding.

Session 2 Report: Social Media Marketing for Business Startups

Speaker: Mr. Srihari, Digital Marketing Expert, Dentsu, Chennai

Objective of the Session

This session aimed to educate students on **the role of digital and social media marketing in business growth**, especially for startups. The session focused on **practical digital marketing strategies** to establish a brand online.

Key Discussion Points

✦ Introduction to Digital Marketing

- What is **digital marketing**, and why is it **important for startups**?
- Evolution of **social media as a business tool**.

✦ **Popular Social Media Platforms for Business**

- Strategies for **Facebook, Instagram, LinkedIn, Twitter, and YouTube** marketing.
- How to use **Google Ads and SEO (Search Engine Optimization)** to drive traffic.

✦ **Branding and Online Presence**

- Importance of **brand storytelling and digital branding**.
- Tips on creating **compelling content to engage customers**.

✦ **Advertising and Monetization**

- How to create **cost-effective ad campaigns** for startups.
- Case studies of **small businesses that successfully leveraged social media**.

✦ **Tools for Social Media Marketing**

- Overview of **content creation tools like Canva, Hootsuite, and Google Analytics**.
- Strategies to **analyze audience behavior and optimize campaigns**.

Geotagged Photos:



“Session Addressed by Dr.AP Aruna, CEO, Periyar TBI, about Business Administration and Entrepreneurship”



“Session Addressed by Mr.Srihar, Dentsu, Chennai, about Social Media Marketing for Business Startups”

Feedback form

Faculty of Management Studies

“National Seminar on Entrepreneurial Skills Development”

Date: 21st November 2024

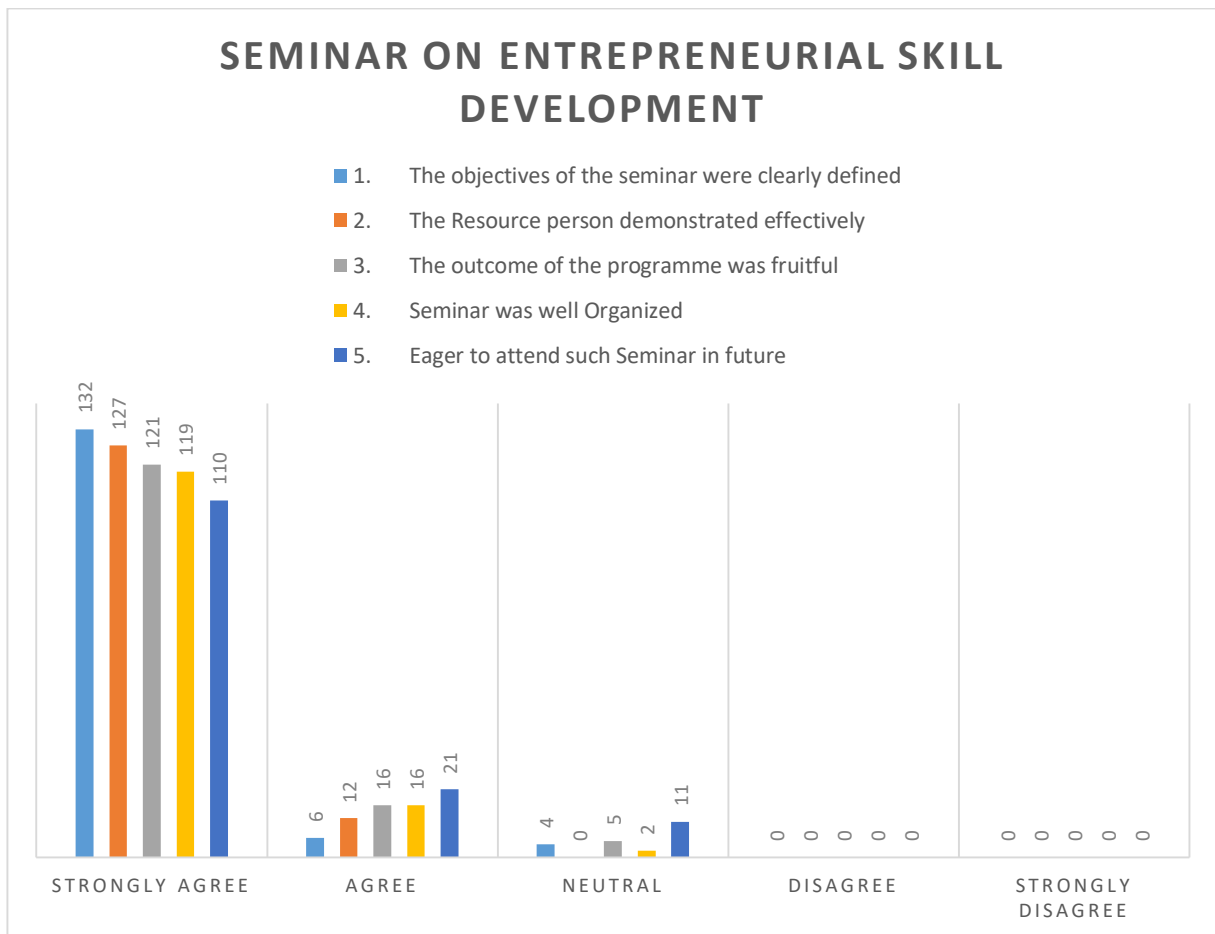
Venue: Freud Hall

Feedback Form

S.No	Feedback Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	The objectives of the seminar were clearly defined	132	6	4	0	0
2.	The Resource person demonstrated effectively	127	12	0	0	0
3.	The outcome of the programme was fruitful	121	16	5	0	0
4.	Seminar was well Organized	119	16	2	0	0
5.	Eager to attend such Seminar in future	110	21	11	0	0

Feedback Analysis

Faculty of Management Studies



Outcome of the Programme:

- Students able to inculcate about entrepreneurship and digital marketing strategies.
- The participants enhanced their awareness about Financial Schemes.
- Students Received insights about new start-ups.
- Student strengthened themselves in Entrepreneurship Ecosystem.
- They were able to inculcate the art of better Entrepreneurship opportunities.



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