



**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**

### **A Seminar on Entrepreneurship and Innovations-A Seminar on Entrepreneurship and Innovations**

Resource Person

**Ms.K.Padmini**

Organized by

**MANAGEMENT- PMIST**

**A SEMINAR ON**  
**ENTREPRENEURSHIP & INNOVATIONS**

**DATE: 31<sup>ST</sup> AUGUST 2024**

**VENUE: TB BLOCK**

**ORGANIZED BY**

**FACUTLY OF MANAGEMENT STUDIES**



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## **Objectives of the Programme:**

The faculty of Management Studies hosted seminar on "Entrepreneurship & Innovations" on August 31, 2024. Fifty (50) III year BBA students attended and gained knowledge.

### **The Objectives of the Seminar were as follows:**

- To Enhance Cultivate Entrepreneurial Mindset.
- To Foster Self-Development
- To Understand Innovation Processes
- To Enhance Leadership and Teamwork
- To Build Resilience and Problem-Solving Skills

Brochure:



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**FACULTY OF MANAGEMENT STUDIES  
IN  
ASSOCIATION WITH IIC**

**PROUDLY ORGANIZING  
“A SEMINAR ON ENTREPRENEURSHIP & INNOVATIONS”**

**RESOURCE PERSONS**



**Dr. K.Domic Thavagnana**  
Nachathiram  
AP/FoMS



**Ms.K.Padmini**  
AP/FoMS

**Convener**  
**Dr. B. Mahendramohan**  
Dean -FoMS

**Co-convener**  
**Dr.J.Sathyapriya**  
Head -FoMS

**on 31st August,2024 at TB Block**

## Programme Schedule:

| Time              | Programme Schedule   |
|-------------------|--|
| 9.30am            | Welcome address<br>Ms.C.Priyanka<br>Assistant Professor, FoMS                          |
| 10.00am           | Seminar Lecture by Dr.K.Domnic Thavagnana<br>Natchathiram<br>Assistant Professor, FoMS |
| 11.00am           | Seminar Lecture by Ms.K.Padmini<br>Assistant Professor, FoMS                           |
| 12.00 Noon        | Refreshment Break  |
| 12.15pm – 1.30 pm | Experimental Learning regarding Entrepreneurship &<br>Innovations                      |

**ATTENDANCE:*****III BBA - LSCM***

| <b>S.NO</b> | <b>REG.NO</b> | <b>NAMES</b>             |
|-------------|---------------|--------------------------|
| 1           | 122012176001  | ABISHEIK KUMAR B         |
| 2           | 122012176002  | AKASH R                  |
| 3           | 122012176003  | ALTHARVESH A             |
| 4           | 122011176004  | ANITHA T                 |
| 5           | 122012176005  | ASHRAFF S                |
| 6           | 122012176007  | BHARANIDHARAN S          |
| 7           | 122012176008  | DHARUN K                 |
| 8           | 122012176009  | FARHATH FAREETH N        |
| 9           | 122012176010  | GOKULVARATHAN M          |
| 10          | 122012176011  | JAYA VEERAN S            |
| 11          | 122012176012  | JAYABALAN U              |
| 12          | 122012176013  | MANIKANDAN R             |
| 13          | 122012176014  | MANIKANDAN S             |
| 14          | 122012176015  | MOHAMED JAFFER SHATHIK K |
| 15          | 122012176016  | MOHAMED RISHWAN N        |
| 16          | 122012176018  | NANDHAKUMAR B            |
| 17          | 122012176019  | POYYAMOLI S              |
| 18          | 122012176020  | PRASANA KUMAR M          |
| 19          | 122012176021  | RAHUL R                  |
| 20          | 122012176022  | SABEER AHAMAD S          |
| 21          | 122012176023  | SABESH A                 |
| 22          | 122012176024  | SANJAY S                 |
| 23          | 122012176026  | SILAMBARASAN S           |
| 24          | 122012176027  | VEERA KUMAR V            |
| 25          | 122012176028  | VENKATESAN S             |
| 26          | 122011176029  | VIJAYASARANYA S          |
| 27          | 122012176031  | VIJAYAN K                |

**III BBA - HM**

|    |              |                     |
|----|--------------|---------------------|
| 1  | 122012175001 | AADHITHIYAN R       |
| 2  | 122012175002 | ANTON MICLOTH M     |
| 3  | 122011175004 | ASHIKA D            |
| 4  | 122012175005 | ASMAR RASHIK A      |
| 5  | 122012175006 | ASREETH AHAMED J    |
| 6  | 122012175010 | DINESH KARTHICK T G |
| 7  | 122012175011 | ESWAR S             |
| 8  | 122012175012 | GULAM THASTHAHEER A |
| 9  | 122012175013 | JIHAS AHAMED N      |
| 10 | 122011175014 | KANIMOZHI S         |
| 11 | 122012175015 | MADHAN B            |
| 12 | 122012175016 | MOHAMED AJMAL M     |
| 13 | 122012175018 | MOHAMED IBRAHIM F   |
| 14 | 122012175019 | MOHAMED SAMEER S    |
| 15 | 122011175020 | NIVETHA G           |
| 16 | 122012175021 | PRAVEEN G           |
| 17 | 122012175022 | PREM KUMAR P        |
| 18 | 122012175023 | ROHIT A S           |
| 19 | 122011175024 | SARUMATHI RA        |
| 20 | 122012175025 | SHAFIK FIRNAS M     |
| 21 | 122011175026 | SRIDEVI V           |
| 22 | 122012175027 | UDHAYAN M           |
| 23 | 122012175028 | VIMALRAJ V          |
| 24 | 122012175029 | YAZHLNILAVAN R      |
| 25 | 122011175030 | YOGIYA S            |
| 26 | 122012175031 | VIGNESH P           |

### III BBA - GENERAL

|    |              |                    |
|----|--------------|--------------------|
| 1  | 122012162290 | ABDUL KALAM S      |
| 2  | 122012162291 | ADAN GILL CHRIST J |
| 3  | 122012162292 | AHAMED YUSUFKHAN A |
| 4  | 122012162293 | AKASH B            |
| 5  | 122012162294 | AKASH S            |
| 6  | 122012162295 | ANANTHAKRISHNAN S  |
| 7  | 122012162296 | ARAVINDH P         |
| 8  | 122012162297 | ARIVAZHAGAN T      |
| 9  | 122012162298 | BHUVANESHWARAN R   |
| 10 | 122011162299 | DIVYA SRI D        |
| 11 | 122012162300 | GOKUL B            |
| 12 | 122012162301 | GOWTHAMAN M        |
| 13 | 122012162302 | GUHAN C            |
| 14 | 122012162303 | GUHANESWARAN S     |
| 15 | 122012162304 | GUNASEKAR P        |
| 16 | 122012162305 | GURU RAMANA RAO G  |
| 17 | 122012162306 | HARIHARASUDHAN M   |
| 18 | 122012162307 | JAMEEL AHAMED S    |
| 19 | 122011162308 | JAYA PRABHA V      |
| 20 | 122012162309 | JAYAKUMAR R        |
| 21 | 122012162310 | JEEVA A M          |
| 22 | 122011162311 | KAVIYA S           |
| 23 | 122011162312 | KAVIYASELVI G      |
| 24 | 122012162313 | KODISHWARAN S      |
| 25 | 122012162314 | LOGANATHAN R       |
| 26 | 122012162316 | MATHANKUMAR R      |
| 27 | 122011162317 | MIRUDHULA D        |
| 28 | 122012162318 | MOHAMED ASFAQ I    |
| 29 | 122012162319 | MOHAMED HARIS M    |
| 30 | 122012162320 | MOHAMED RASOOL M   |
| 31 | 122012162321 | MUGESH K           |
| 32 | 122012162322 | NAGUL D            |
| 33 | 122012162323 | NERANJAN C         |
| 34 | 122011162324 | PRAVEENA R         |
| 35 | 122012162325 | PRIYAN E           |
| 36 | 122012162326 | RANJITH S          |
| 37 | 122011162327 | SANCHANA S A       |
| 38 | 122011162328 | SARANYA K          |
| 39 | 122012162329 | SATHYASEELAN B     |
| 40 | 122011162330 | SHAHIMA BANU S     |
| 41 | 122012162332 | SHEIK DAWOOD A     |

|    |              |               |
|----|--------------|---------------|
| 42 | 122012162333 | SHREERAM K P  |
| 43 | 122012162334 | SIBIRAJ P     |
| 44 | 122011162335 | SOWMIYA S     |
| 45 | 122011162336 | SRI SAKTHI R  |
| 46 | 122012162337 | SRIRAM B      |
| 47 | 122012162338 | SURIYA A      |
| 48 | 122012162339 | SURYA R       |
| 49 | 122011162341 | VARSHA S D    |
| 50 | 122011162342 | VARSHINI S    |
| 51 | 122012162343 | VASANTH V     |
| 52 | 122012162344 | VEERAMANI S   |
| 53 | 122012162346 | VISHWA K      |
| 54 | 122012162347 | YOGESH S      |
| 55 | 122011162348 | YOGESWARI M   |
| 56 | 122012162349 | YOKESHRAJ P B |

## **Report on the Seminar Lecture on "Entrepreneurship & Innovations"**

**Date:** 31st August 2024

**Time:** 10:00 A.M.

**Venue:** Faculty of Management Studies, Periyar Maniammai Institute of Science & Technology

### **Introduction**

The Faculty of Management Studies at Periyar Maniammai Institute of Science & Technology & Association with IIC organized Seminar on the 31st of August 2024, focusing on "**Entrepreneurship & Innovations.**" The event was graced by **Dr. K. Domnic Thavagnana Natchathiram & Ms.K.Padmini** – Assistant Professor ,Faculty of Management Studies, PMIST. who served as the resource person for the session.

### **Event Coordination**

The event was convened by **Dr. B. Mahendramohan**, Dean of FoMS, and **Dr. J. Sathyapriya**, Head of FoMS. It was efficiently coordinated by faculty members **Ms. C. Priyanka and Ms. J. Jeevitha**

### **Seminars Highlights**

In her address, **Dr,K. Domnic Thavagnana Natchathiram** she covered aims to inspire and empower individuals with the mindset, tools, and strategies to turn their ideas into impactful ventures. By fostering innovation, critical thinking, and resilience, this event highlights the transformative power of entrepreneurship in driving economic growth, solving real-world problems, and creating meaningful change.

In her address **Ms.K.Padmini** she discussions about, real-world insights, and interactive sessions, participants will explore the entrepreneurial journey—from idea generation to successful execution—while discovering the role of innovation in shaping a sustainable and dynamic future.

**Idea generation for entrepreneurship :** Dr, K. Domnic Thavagnana Natchathiram , she involves the process of creating, identifying, and refining potential business ideas. Entrepreneurs rely on creativity, market insights, and problem-solving to uncover innovative solutions.

**SWOT Analysis:** entrepreneurship is driven by the strengths of innovation, creativity, and adaptability, enabling individuals to identify and capitalize on opportunities in dynamic markets. However, entrepreneurs often face weaknesses such as limited resources, lack of experience, and time constraints. Despite these challenges, the entrepreneurial landscape is ripe with opportunities, including access to emerging technologies, untapped market gaps, and supportive ecosystems. Yet, external threats like economic instability, regulatory hurdles, and intense competition demand resilience, strategic planning, and continuous innovation to thrive in an ever-changing business environment

**Business Plan** Ms. K .Padmini provided the session "A business plan is a strategic blueprint that outlines an entrepreneur's vision, mission, and goals, serving as a roadmap for transforming innovative ideas into a viable and sustainable venture. Ms. K .Padmini discussed an encompasses critical components such as market analysis, product or service offerings, financial projections, and operational strategies. By identifying opportunities, addressing potential challenges, and allocating resources effectively, the business plan provides a clear framework for decision-making, securing investments, and achieving long-term success in a competitive marketplace."

**Live Interactions with real Entrepreneurs:** Dr, K. Domnic Thavagnana Natchathiram provided "Live interactions with real entrepreneurs offer a unique opportunity to gain firsthand insights into the entrepreneurial journey. These sessions provide an open platform to learn from their successes, challenges, and innovative strategies while exploring real-world applications of entrepreneurial concepts. She engaging in direct conversations, participants can ask questions, seek advice, and draw inspiration to navigate their own paths in the dynamic world of entrepreneurship."

**Earning Profit :** She described "An entrepreneurs generate profit by identifying opportunities, solving problems, and offering products or services that resonate with customers."

**Geotagged Photos:**



*Dr.K.Domnic Thavagnana Natchathiram explaining the entrepreneurship development*



*Ms.K.Padmini providing practical examples of how students could apply SWOT analysis to their personal and professional lives*



*Dr.K.Domnic Thavagnana Natchathiram and Ms.K.Padmini both were explaining*



*aboutearnin*



*gs profit and how to interact an entrepreneurs*



*Dr.K.Domnic Thavagnana Natchathiram and Ms.K.Padmini both were about the live interactions with real entrepreneurs*

## Feedback form

### Faculty of Management Studies

#### Seminar on

### “ENTREPRENEURSHIP & INNOVATIONS”

**Date: 31<sup>st</sup> August 2024**

**Venue: TB BLOCK**

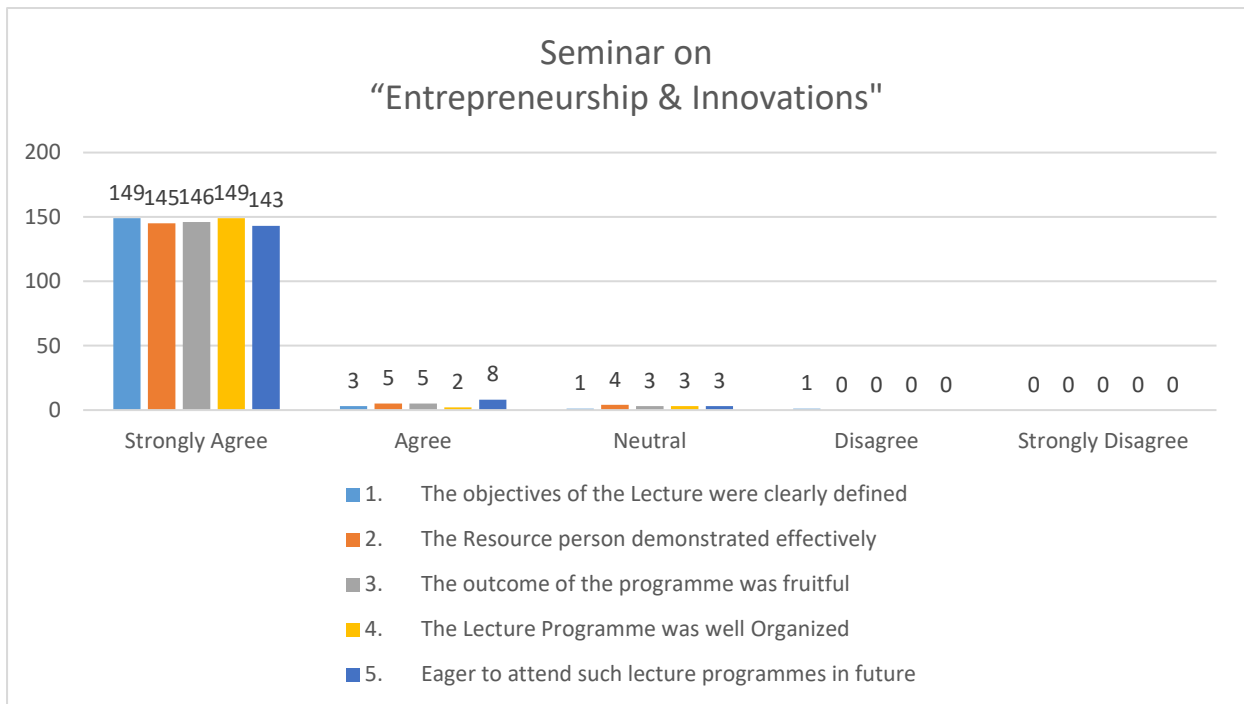
#### Feedback Form

| S.No | Feedback Statement                                 | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|------|--|----------------|-------|---------|----------|-------------------|
| 1.   | The objectives of the Lecture were clearly defined |                |       |         |          |                   |
| 2.   | The Resource person demonstrated effectively       |                |       |         |          |                   |
| 3.   | The outcome of the programme was fruitful          |                |       |         |          |                   |
| 4.   | The Lecture Programme was well Organized           |                |       |         |          |                   |

|    |   |  |  |  |  |  |
|----|---|--|--|--|--|--|
| 5. | Eager to attend such lecture programmes in future |  |  |  |  |  |
|----|---|--|--|--|--|--|

## Feedback Analysis

### Faculty of Management Studies



### Outcome of the Programme:

- The participants were able to understand the entrepreneurship development
- The participants to equip participants with the knowledge, tools, and mindset needed to successfully launch and scale innovative ventures.
- They were able to inculcate the art of better time management and Goal-Setting abilities
- The seminar aims to inspire collaboration, ignite creativity, and prepare participants to navigate the challenges