



**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**  
**COLLEGE OF SCIENCE AND HUMANITIES**  
**DEPARTMENT OF COMMERCE**



**SUMMARY REPORT OF**  
**THREE DAYS WORKSHOP ON**  
**ENTREPRENEURIAL SKILL DEVELOPMENT**

**Organised by the**  
**DEPARTMENT OF COMMERCE**  
**In association with**  
**SRM INNOVATION INCUBATION AND**  
**ENTREPRENEURSHIP CENTRE – SIIEC**

**EVENT OVERALL COORDINATORS:**

- Dr. D. Bhuvaneshwari
- Mrs. T. Muthukalyani
- Dr. P. Sankar
- Ms. Lavanya Veeran

**DATE: 29<sup>th</sup>, 30<sup>th</sup> and 31<sup>st</sup> March 2023**

**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY  
COLLEGE OF SCIENCE AND HUMANITIES  
DEPARTMENT OF COMMERCE**

**Cordially invites you to**

**THREE DAYS WORKSHOP ON  
ENTREPRENEURIAL SKILL  
DEVELOPMENT**

**RESOURCE PERSON**

**Mr. Bhaskaran**  
**29th March, 2023**  
GENERAL MANAGER  
DIC, MSME DEPT  
GOVERNEMENT OF TAMILNADU

**SIIEC Team**  
**30th March, 2023**  
SRM INSTITUTE OF  
SCIENCE AND  
TECHNOLOGY

**SIIEC TEAM**  
**31st March, 2023**  
SRM INSTITUTE OF  
SCIENCE AND  
TECHNOLOGY

**IN ASSOCIATION WITH  
SRM INNOVATION INCUBATION AND  
ENTREPRENEURSHIP CENTRE - SIIEC**



**VENUE : DAY 1 - SEMINAR HALL IN POLYTECHNIC BLOCK 3rd FLOOR &  
DAY 2 & 3 - SRM INCUBATION CENTER, BASIC ENGINEERING LAB BUILDING.**

**ORGANIZING SECRETARY**

**DR. D. BHUVANESWARI  
MRS. T. MUTHUKALYANI**

**DR.P.SANKAR  
MS. LAVANYA VEERAN**



# PROGRAM SCHEDULE

## DAY-1

10.30 AM :- INVOCATION  
10.35 AM :- WELCOME ADDRESS  
10.40 AM :- KEYNOTE ADDRESS  
10.50 AM :- FELICITATOR  
11.00 AM :- GUEST OF HONOUR  
12:45 PM :- VOTE OF THANKS

## DAY-2

9.00 AM - 09:30AM :- INAGURATION  
9:35 AM - 10:25AM :- TRUST AND TAKING RISK (ACTIVITY)  
10:25AM - 11:15AM :- ENTREPRENEURSHIP CULTURE  
11:15AM - 11:25AM :- TEA BREAK  
11:25AM - 11:40AM :- TEAM FORMULATION EXERCISE  
11:45AM - 12:35PM :- VENTURE FUNDAMENTALS  
12:35PM - 01:30PM :- LUNCH  
01:30PM - 02:30PM :- JOURNEY OF AN ENTREPRENEUR  
02:30PM - 04:00PM :- TEAM COLLABORATION (ACTIVITY)

## DAY-3

09:00AM - 9:50AM :- LEADERSHIP AND TEAM  
09:50AM - 10:00AM :- TEA BREAK  
10:00AM - 11:30AM :- CUSTOMER CENTRIC DESIGN  
11:30AM - 12:20PM :- INNOVATION IN VALUE EXTRACTION  
12:20PM - 12:30PM :- VALUE EXTRACTION GAME (ACTIVITY)  
12:30PM - 01:30PM :- ACTIVITY/LUNCH  
1:30PM - 02:00PM :- REFLECTIONS ON ACTIVITY  
2:00PM - 03:00PM :- EARLY STAGE FINANCING  
3:00PM - 04:00PM :- REFLECTIONS (OVERALL TRAINING)

## **THREE DAYS WORKSHOP ON ENTREPRENEURIAL SKILL DEVELOPMENT**

### **REPORT:**

Entrepreneurship is an essential aspect of any economy. It can drive growth, create jobs, and foster innovation. To promote the culture of entrepreneurship and provide practical knowledge to aspiring entrepreneurs, the Department of Commerce at SRM Institute of Science and Technology, KTR teamed up with the SRM Innovation, Incubation and Entrepreneurship Centre (SIIEC) to conduct a three-day workshop on entrepreneurship skill development titled "Three Days Workshop on Entrepreneurial Skill Development" to enhance the students exposure to the world of entrepreneurship and how situations work out in real life. The workshop's objective was to provide the participants and students with a comprehensive understanding of entrepreneurship, business start-ups, and government schemes to create a sense of entrepreneurial motivation and drive in the students.

### **DAY 1**

The Three Days' Workshop on Entrepreneurial Skill Development started on the 29th of March 2023 with the inaugural session. The inaugural session was conducted at the Seminar Hall in the Polytechnic Block. The inaugural session was wonderfully and smoothly conducted with the cooperation of all the faculties and student coordinators present for the event. The Resource Person and Chief Guest for the event for Mr Bhaskaran. Mr Bhaskaran is General Manager at DIC, MSME Department in the Government of Tamil Nadu. Mr Bhaskaran shared his knowledge and expertise in the field of Entrepreneurship through a wonderful and informative presentation which consisted of various perspectives and information on entrepreneurship, who is an entrepreneur, what is a start-up, the type of schemes provided by the Government of Tamil Nadu in developing and helping start-ups in the state and the various subsidies provided by each scheme. The presentation was followed by a Q&A session where the students and participants of the event had an opportunity to raise doubts and questions to Mr Bhaskaran. The students were able to get their doubts cleared and questions answered which led to the session being much more efficient and effective. The Q&A session was followed by the feedback on the session and then the vote of thanks which marked the end of day one of the workshop. The students and all the faculties were offered refreshments at the end of the inaugural session.

## **DAY 2**

On the 30th of March 2023, the second day of the entrepreneurial workshop was conducted in the SRM Incubation Centre in the Basic Engineering Lab Building. The second day of the workshop was conducted in two different sessions which consisted of the morning session and the afternoon session. The morning session started sharply at 9:00 AM once all the students and participants had assembled in the venue. The session started with a brief introduction to SIIEC given by Mr Shanthanu where he mentioned how SIIEC works, all the workshops and start-ups that have come up due to SIIEC and how SIIEC helps students to develop and nurture their entrepreneurial skills. Then the session quickly moved onto a presentation by Mr Shanthanu where he mentioned 10 different characteristics of an entrepreneur.

The next presentation was given by Mr Ananth on trust, risk-taking and entrepreneurship culture. The presentation was followed by a team-building exercise that all the students had to participate in to develop practical and application knowledge. After this exercise, the students were given a lunch break after which they had to assemble at the same venue for the afternoon session. The afternoon session started sharply at 1:30 PM with a presentation on the Journey of an Entrepreneur followed by a team collaboration activity. Day two of the workshop ended at 4:00 PM.

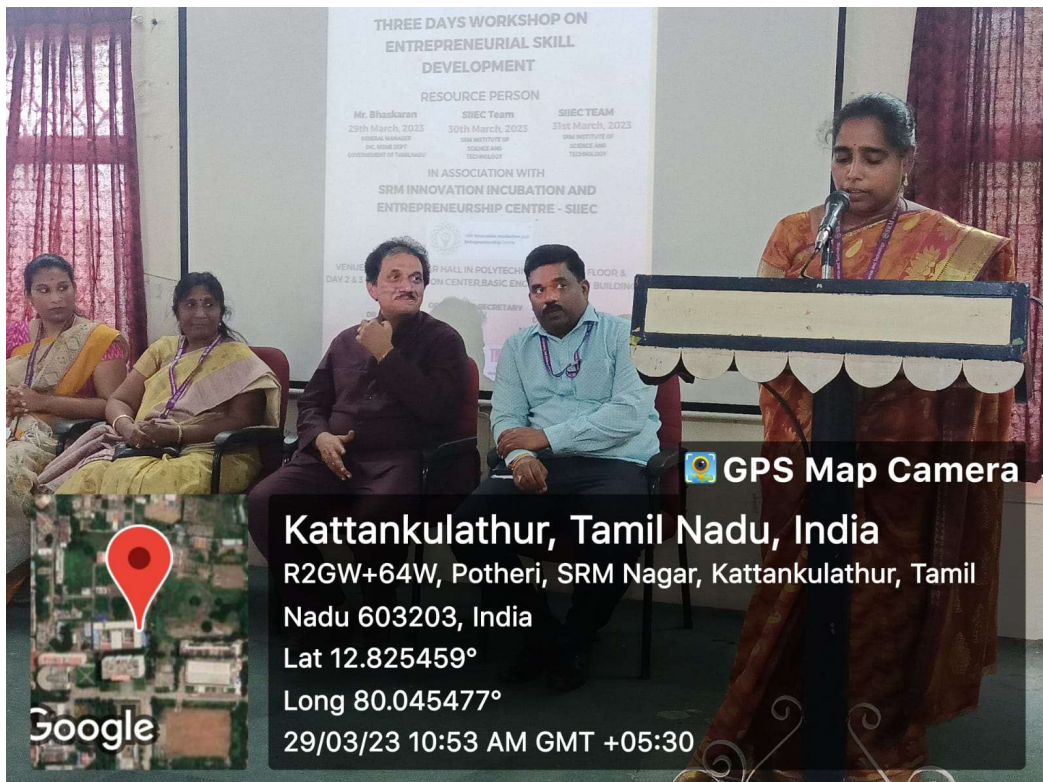
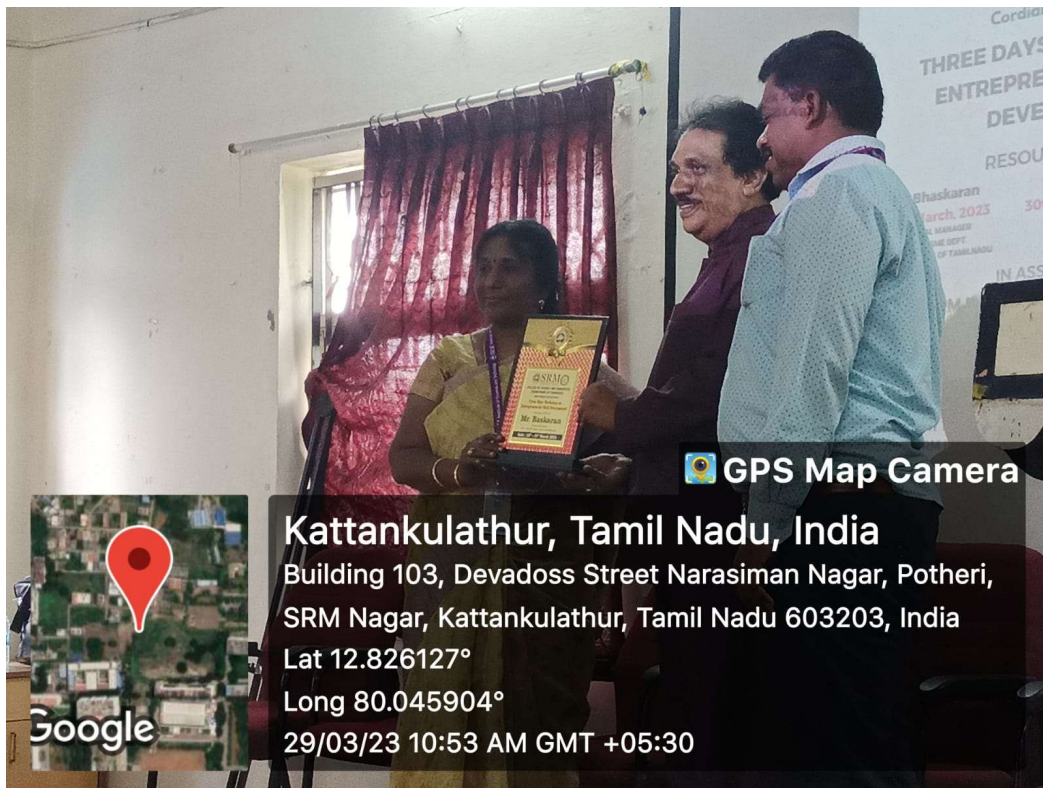
## **DAY 3**

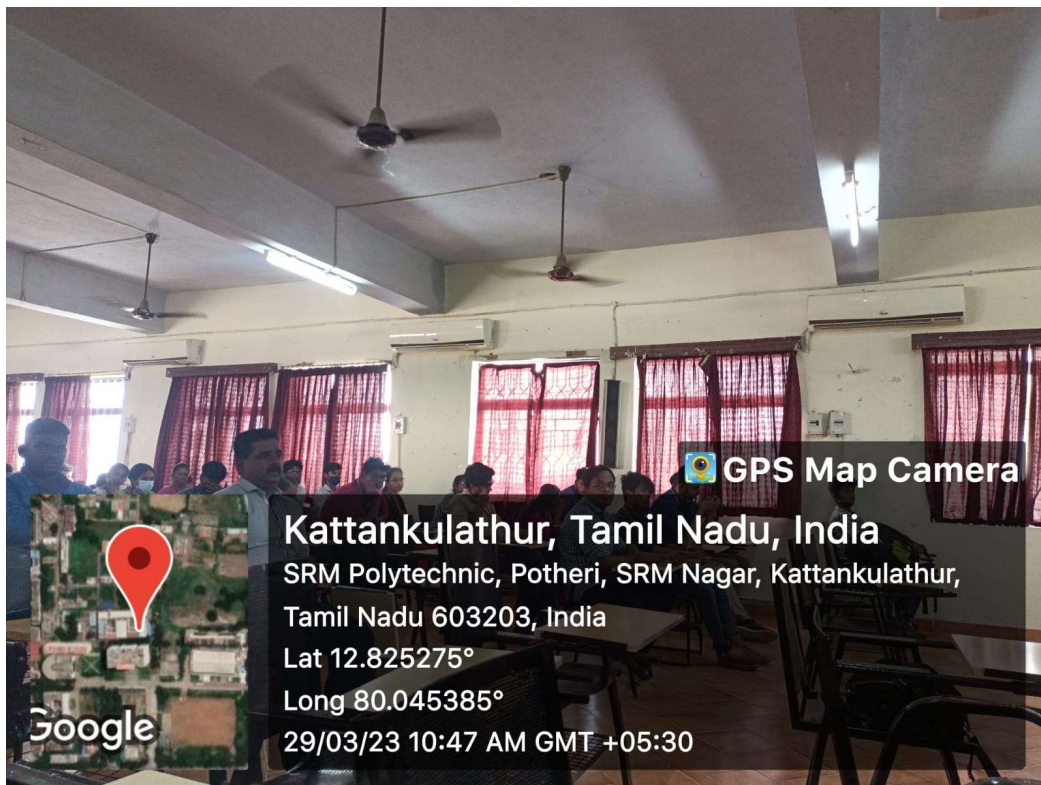
On the 31st of March 2023, the last day of the workshop was conducted in the same venue as the second day of the workshop. The third day of the workshop was conducted in two different sessions which consisted of the morning session and the afternoon session. The morning session started sharply at 9:00 AM once all the students and participants had assembled in the venue. The morning session started with a presentation on leadership and team building. This was followed by a presentation and lecture by Mr Ramakrishnan on Design Thinking. The next presentation and lecture were given by Mr Senthilkumar Rajendran who explained Value Creation and its importance to all the students present at the event.

After the presentation, a value extraction game was conducted for the students for which they were given time till the end of lunch break to complete the activity. The afternoon session started at 1:30 PM and consisted of announcing the winner of the game, followed by a presentation on early-stage financing. The third day of the workshop ended at 4:00 PM after a reflection on all the lectures and activities of the past three days of the workshop.

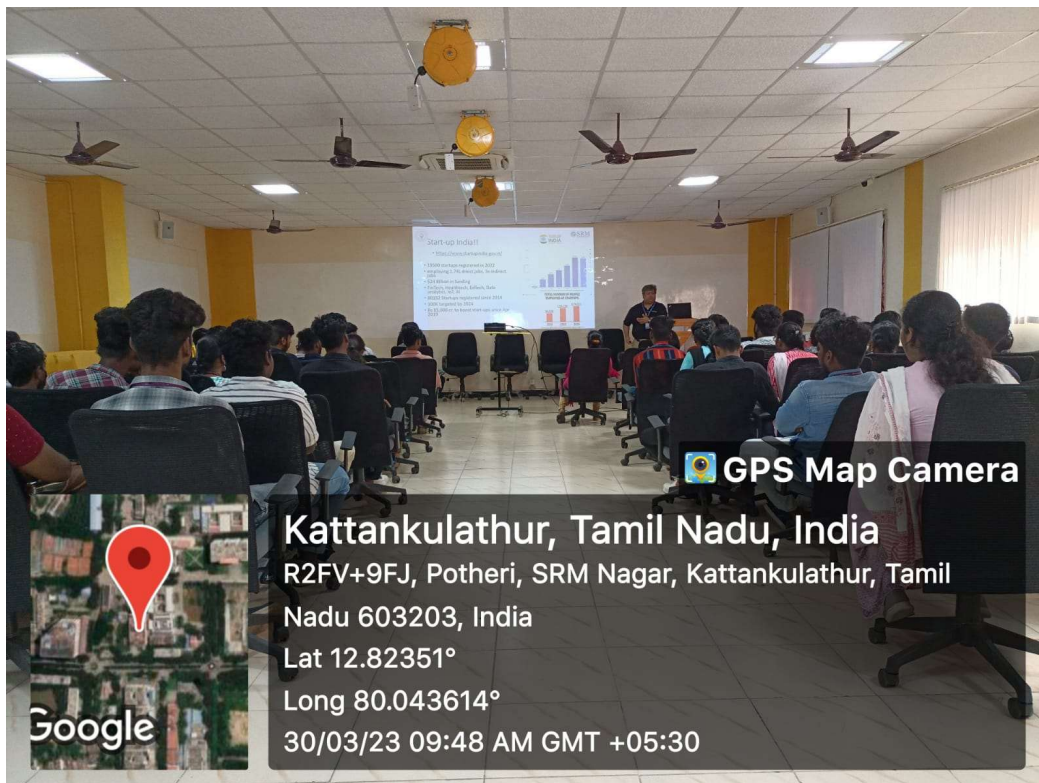


## GALLERY









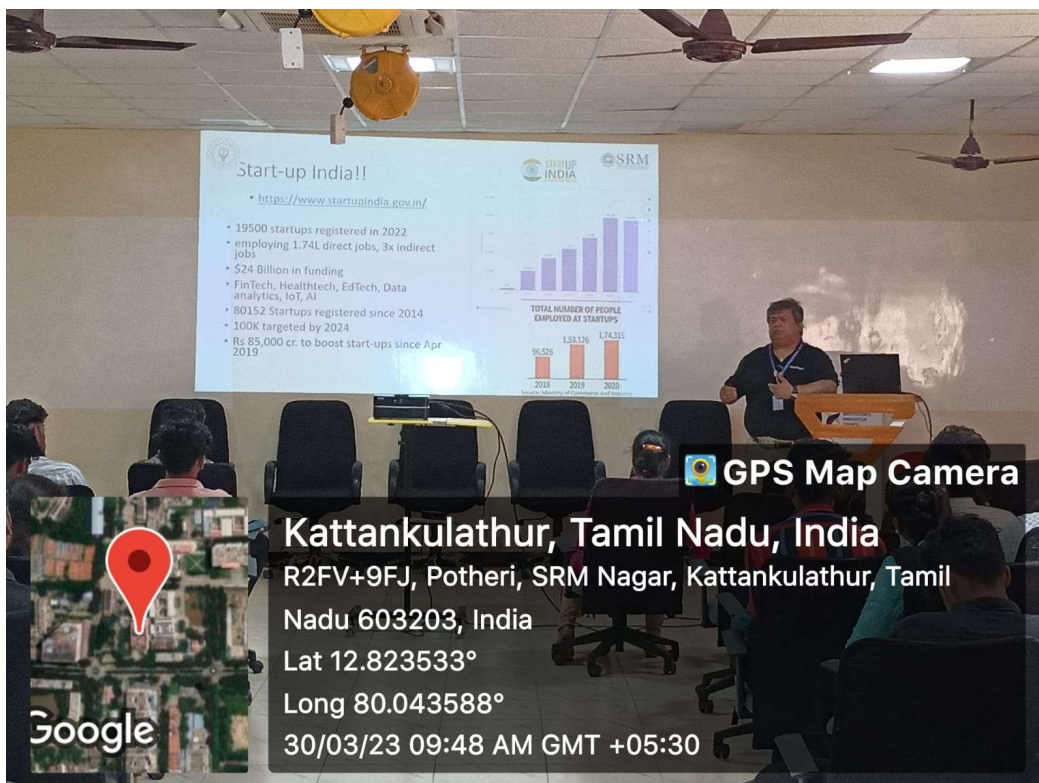
**Kattankulathur, Tamil Nadu, India**

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30/03/23 09:48 AM GMT +05:30



**Kattankulathur, Tamil Nadu, India**

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