

SPONSORED BY:
National Science and
Technology
Entrepreneurship
Development Board
(NSTEDB), EDI,
Ahmedabad, Government
of India, New Delhi.



सत्यमेव जयते
Government of India



PROGRAM CONTENT

- Before Entrepreneur Strategy
- Idea Generation & Opportunity Mapping
- Entrepreneurship Creativity & Innovation
- Marketing and Technical feasibility

CONVENOR

(Project Coordinator)
DR. K. SANTHANALAKSHMI



+91 9894228798



santhanalakshmi.k@ktr.srmuniv.ac.in

CONVENOR

DR.L.Aravindh Kumaran



+91 9444133626



aravindhkumaran.l@ktr.srmuniv.ac.in

Registration link:

<https://goo.gl/forms/oCEJv0qlzgOF71tG2>



SRM
INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University u/s 3 of UGC Act, 1956)

SCHOOL OF MANAGEMENT

&

GOVERNMENT OF INDIA

Proudly presents

**ENTREPRENEURSHIP
AWARENESS CAMP**

15 & 16 October 2018

CHIEF PATRONS

Dr.Paarivendhar, Founder, Chancellor, SRM University

Mr.Ravi Pachamuthu, Chairman, SRM University

Dr.P.Sathyannarayanan, President, SRM University

Dr.R.Sivakumar, Vice President, SRM University

PATRONS

Dr.T.P.Ganesan, Pro Vice Chancellor, SRM University

Dr.R.Balasubramanian, Pro Vice Chancellor, SRM University (External)

Dr.N.Sethuraman, Registrar, SRM University

Dr.S.Ponnuswamy, Controller of Examination, SRM University

Dr.C.Muthamizhelvan, Director E&T, SRM University

Dr.V.M.Ponnaiah, Dean-SRMSOM, SRM University

CONVENOR

(PROJECT COORDINATOR)

Dr.K.Santhanalakshmi, AP-SRMSOM, SRM University

CONVENOR

DR.L.Aravindh Kumaran, AP - SRMSOM, SRM University

FACULTY COORDINATORS

Dr.M.Vinoth, SRMSOM, SRM University

Dr.B.Shyamala Devi, SRMSOM, SRM University

Mr.S.Chandran, SRMSOM, SRM University

Mr.T.Velmurugan, SRMSOM, SRM University

Dr.T.S.Edwin, SRMSOM, SRM University

EVENT ORGANIZERS

(MBA IInd Year)

Hari Prasath N - 9003611803

Raja Hariharan - 9487112741

Andrew Samuel - 8754405143

PROGRAMME

DAY 1 (15/10/2018)

09:00 AM - 09:30 AM Registration

09:30 AM - 12:15 PM Inaugural function
(Morning session)

Welcome Address Dr.V.M.Shenbagaraman,
SRMSOM

Presidential Address Dr.V.M.Ponnaiah, Dean,
SRMSOM

Introduction of Chief Guest DR.L.Aravindh Kumaran,
AP - SRMSOM

Guest Speech Mr. Santhosh
Muruganantham
Founder at Kolapasi.com
Topic : Before
Entrepreneur Strategy

01:00 PM - 03:30 PM Afternoon Session

Introduction of Chief Guest Event Organizer
SRMSOM

Guest Speech Mr. Raghav
Hariharasubramanian
ObjectFrontier Software
(OFS)
Topic : Idea Generation &
Opportunity Mapping

DAY 2 (16/10/2018)

10:00 AM - 12:15 PM Morning session

Introduction of Chief Guest Event Organizer
SRMSOM

Guest Speech Ms. Kripa Dhevi
Dharmaraj
MC's Lunchbox
Topic: Entrepreneurship
Creativity & Innovation

01:00 PM - 03:30 PM Afternoon Session

Introduction of Chief Guest Event Organizer
SRMSOM

Guest Speech Mr. Sakthivel
Co-Founder at the6.in
Topic: Marketing and
Technical feasibility

03:30 PM - 04:00 PM Dr.K.Santhanalakshmi,
Vote of Thanks Project coordinator,
SRMSOM



**VENUE : MBA SEMINAR
HALL**