



**K.RAMAKRISHNAN COLLEGE OF
ENGINEERING(Autonomous)**

*Accredited by NAAC with 'A' Grade, ISO 9001: 2015 Certified Institution
(Approved by AICTE & Affiliated to Anna University) Samayapuram,
Tiruchirappalli – 621 112*

**INSTITUTION INNOVATION COUNCIL (IIC)
IIC - DRIVEN ACTIVITIES**

Report on

**“SEMINAR ON ENTREPRENEURIAL
CHALLENGES IN DYNAMIC BUSINESS
ENVIRONMENT – POST COVID ERA”**

DATE: 07.02.2022

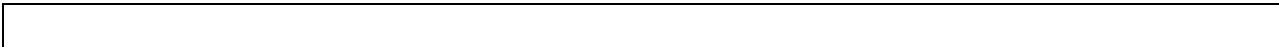
The Institution Innovation Council of K.Ramakrishnan College of Engineering organized “**Seminar on Entrepreneurial Challenges in dynamic business environment – post Covid era**” on 07.02.2022. The chief guest Dr. R. Arul, Research Advisor, Assistant Professor, PG Department of Commerce Computer Application, St. Joseph’s College (Autonomous) Tiruchirappalli. The event was coordinated by Dr. D.Srinivasan, Principal & President- IIC, Dr.A.Premavasumathi, Assistant Professor & Head/MBA and Dr.S.Titus, Professor/ EEE & IIC convener along with the coordinator Mrs.P.Janet Mary Portia, Assistant Professor/MBA.

MHRD -IIC has taken **Initiatives** continuously and conducting Innovation and Entrepreneurship development programs, Startup programmes etc., for all the students and faculty of K.Ramakrishnan College of Engineering. In that the KRCE has taken initiative to conduct this event in this pandemic situation continuously. The webinar is conducted through Google meet platform, more than 60 students and 10 staff was participated in this seminar programme. We have received generous supports from our management (K.Ramakrishnan College of Engineering, an AUTONOMOUS Institution) for Organizing this IIC activities.

The chief guest speaker Mr. M. Dr. R. Arul, Research Advisor, Assistant Professor, PG Department of Commerce Computer Application, St. Joseph’s College (Autonomous) Tiruchirappalli addressed the students on Entrepreneurial challenges. He has explained the participants about how to start business and about various financial schemes offered by Government of India for young entrepreneurs. The students and faculty members were more benefited and enjoyed the session and it was more interactive and good. The event was started with the introduction about IIC, followed by welcome address by Ms.J.Preethi I-MBA, and vote of thanks by Ms.K.V.Janani I-MBA and photo session by Mr.B.Imayavan, Assistant Professor/MBA.

The details of the Programme was uploaded in the College Social media and the Screen shots of the session are attached below.

Thank you.

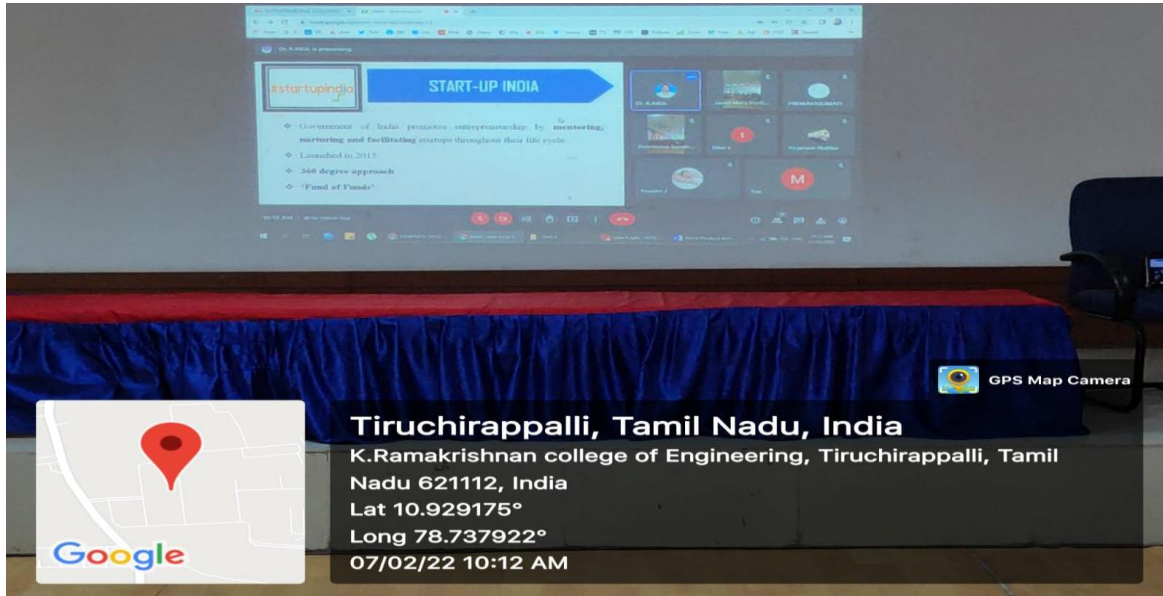




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SESSION PHOTOS





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Dr. R.ARUL is presenting

#startupindia START-UP INDIA

- ❖ Government of India promotes entrepreneurship by **mentoring, nurturing and facilitating** startups throughout their life cycle.
- ❖ Launched in 2015.
- ❖ **360 degree approach**
- ❖ **'Fund of Funds'**

10:13 AM | drm-ncco-iou

Participants: Dr. R.ARUL, Janet Mary Port..., PREMAVASUMATI, Keerthana Sundh..., titus s, Kv.janani Mallika, Preethi J, You

Dr. R.ARUL is presenting

MAKE IN INDIA

- ❖ Launched at **September 2014**
- ❖ Overhaul out-dated processes and policies, and centralize information about India's Manufacturing Sector.
- ❖ **Purpose**

10:13 AM | drm-ncco-iou

Participants: Dr. R.ARUL, Janet Mary Port..., PREMAVASUMATI, Keerthana Sundh..., titus s, Kv.janani Mallika, Preethi J, You