



NEHRU MEMORIAL COLLEGE

(Autonomous)

Reaccredited with "A+" Grade (2nd cycle) by NAAC
(Affiliated to Bharathidasan University), Tiruchirappalli District, Tamil Nadu
Puthanampatti - 621 007.

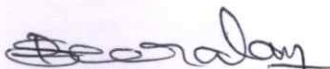
"REPORT ON ENTREPRENEURSHIP AWARENESS PROGRAM"

Nehru Memorial College Puthanampatti Department of Management Studies in association with Self-reliant Bharth, Trichy has organised an Entrepreneurship Awareness Program for BBA, B.Com and MBA students on 17th August 2022. The program was started at 10.45 a.m. with a prayer song. Dr. P. Seeralan, Director, Department of Management Studies welcomed the gathering and introduced the resource persons. Dr. A. R. Pon Periyasamy offered inaugural address.

One of the chief guest, Mr. R. Varatharaajan, District Coordinator, Self Reliant Bharath, Trichy expressed the importance of the integrity in business ventures. One of the special invitee Mr. P. Baskaran of Cliff Engineers spoke and encouraged the students to become entrepreneurs. He introduced CUP theory concepts for budding entrepreneurs.

The other Special Invitee Mrs. M. Tamilvani, Trainer, Rural Self- Employment, from Indian Overseas Bank delivered key note address. She had spelt out various schemes provided by the Government of India for the start-up. Mr. M. Manivanan, retired Manager IOB, has given some insight about the financial literacy especially current trend of savings attitude among the youth.

Program ended at 12.45 p.m. with vote of thanks by Dr. B. Menaka, Assistant Professor, Department of Commerce.


Programme organizer


HoD

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