

# **NADAR SARASWATHI COLLEGE OF ENGINEERING AND TECHNOLOGY**

**Vadapudupatti, Annanji (po), Theni – 625 531**

## **Entrepreneurship Development Programme in Coir and its Allied Products**

Title of the event : Entrepreneurship Development Programme in Coir and its Allied Products

Date : 24.02.2021 to 26.02.2021

### About the Programme:

Embark on a transformative journey in the coir and allied products industry with our "Entrepreneurship Development Programme." Scheduled from 24.02.2021 to 26.02.2021, this comprehensive initiative is designed to empower individuals aspiring to venture into entrepreneurship within the coir sector. Expert speakers and industry leaders will share valuable insights, covering topics ranging from market trends and product development to sustainable practices and business strategies.

### Key Highlights:

1. Market Trends and Opportunities: Explore current market dynamics and identify opportunities in the coir and allied products sector.
2. Product Development and Innovation: Learn about innovative approaches to product development, ensuring a competitive edge in the market.
3. Sustainability Practices: Understand the importance of sustainable practices in the coir industry for long-term success and environmental stewardship.
4. Business Strategies: Gain practical knowledge on effective business strategies tailored to the unique challenges and opportunities in the coir sector.

Guest Speakers: Erode Kathir and V P Sivakumar, Human Resource Trainer, Orator Writer.

Mr L Ramasubramanian, Joint Director, District Industries Centre, Theni.

Mr G Poopalan, Regional Officer, Coir Board, Govt of India.

Mr S Sivaraman, Advocate Sree Lakshmi Associates, Chennai.

Participants Details: 50 participants

Organized by: Entrepreneurship Development cell

### Conclusion:

The "Entrepreneurship Development Programme in Coir and its Allied Products" promises to be a valuable learning experience for aspiring entrepreneurs. Participants will gain insights, skills, and practical knowledge to navigate the intricacies of entrepreneurship in the coir industry. We look forward to the active participation of individuals eager to make a mark in this dynamic and sustainable sector.



  
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