



**SSM INSTITUTE OF ENGINEERING AND TECHNOLOGY**

(Approved by AICTE, New Delhi / Affiliated to Anna University / Accredited by NAAC)

Dindigul – Palani Highway, Dindigul – 624 002

INSTITUTION'S INNOVATION COUNCIL (IIC)

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# **REPORT**

## **ON**

### **(INNOVATION & ENTREPRENEURSHIP OUTREACH PROGRAM)**

## **About the Event:**

Promoting Ministry of Education's idea of encouraging entrepreneurship, the Institution's Innovation Council (IIC) of SSM Institute of Engineering and Technology initiated an event titled 'Innovation and Entrepreneurship Outreach Program' on 21<sup>st</sup> January 2023 in Government Higher Secondary School, Thirumalairayapuram. 80 Students and 12 teachers have attended the event. Mr. C. Silambarasan (AP/Mech) and Mrs. S. Bavithra (AP/ ECE) have coordinated the events. The importance of Innovation and Entrepreneurship development among girl students were delivered.

## **Objectives of the Event:**

- To Develop Entrepreneurial qualities and habits among the upcoming youth via the help of proper training and expert counselling.
- To search and identify the best existing and upcoming business ideas and opportunities.
- Motivating and guiding various individuals for launching their own new businesses and startups. Thus, becoming a contributor to the economy.
- To reach risk mitigation to the youth of the nation.
- Provide and conduct various programmes to spread the idea of Entrepreneurship in rural areas and villages.
- To generate employment and self-employment with the help of Entrepreneurship and the growth of small-scale businesses.
- To inform about various schemes launched by various Government (central, state or regional governmental bodies) and also about various taxes put on enterprises.

## Event Brochure



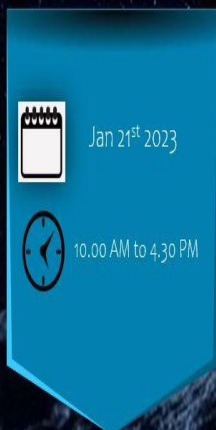
# SSM INSTITUTE OF ENGINEERING AND TECHNOLOGY

## INSTITUTION'S INNOVATION COUNCIL



# INNOVATION & ENTREPRENEURSHIP OUTREACH PROGRAM

Venue: Government Higher Secondary School, Thirumalairayapuram



Event Brochure

**PROGRAM AGENDA:**

<b>S.No</b>	<b>Agenda</b>	<b>Time</b>
1	Prayer	10.00 am
2	Welcome Address	10.15 am
3	Introduction to Entrepreneurship	10.30 am
4	Ideas to make your dream into Reality	11.30 am
5	Concepts to Design	1.30 pm
6	Schemes of Government	3.30 pm
7	Ought of Thanks	4.30 pm



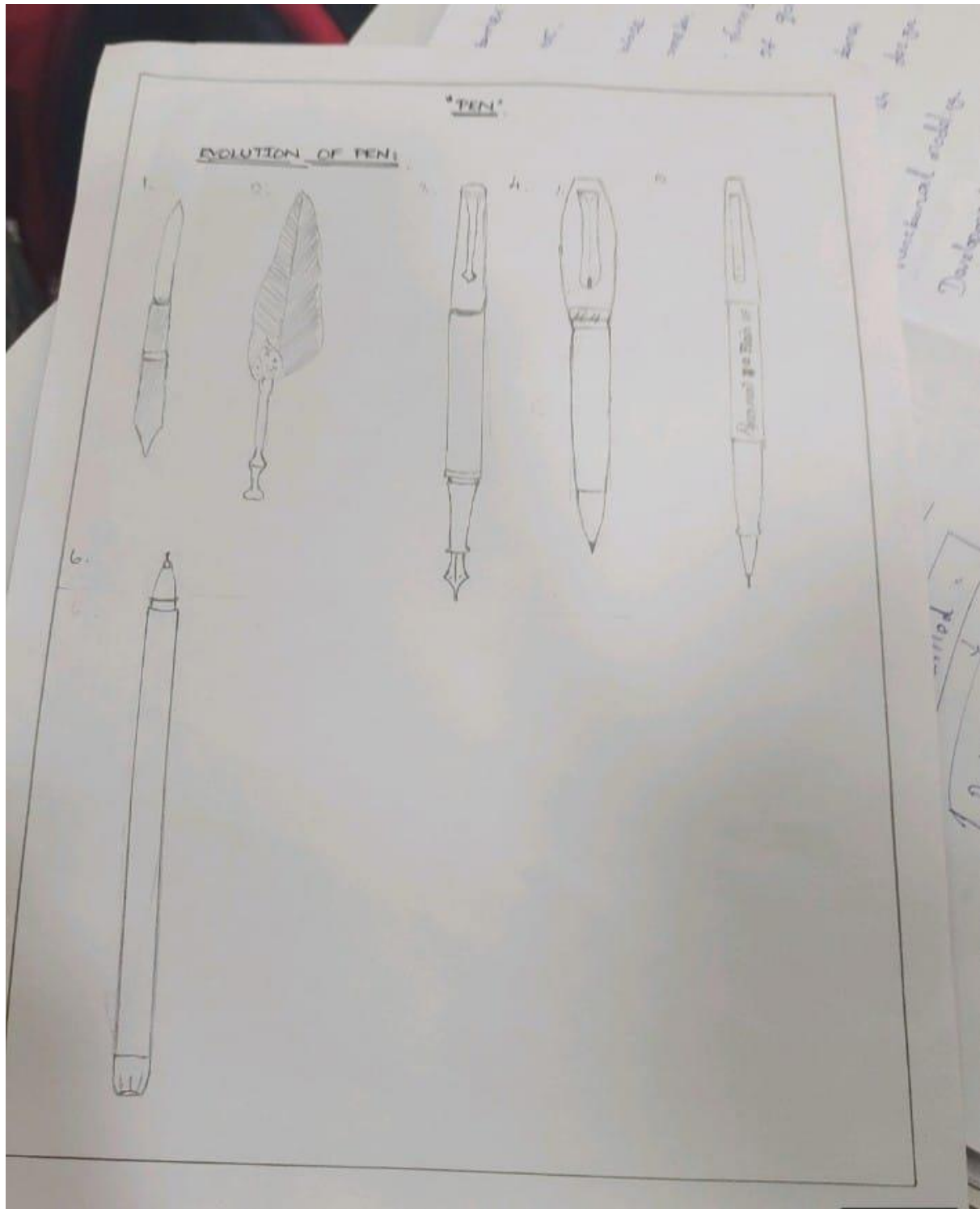
## **Glimpses of the Event:**



**Mrs. S. Bavithra explaining the importance of women Entrepreneurship**







**Student's innovative idea in Pen making**

**Outcome of the Events:**

- Students were motivated to give speech about their future entrepreneur ideas.
- Students are separated into teams and find solution for problems in their locality.
- Idea and Concept generation on design modification of preexisting product.
- Learned about the schemes which helps new Entrepreneurs.