



SSM INSTITUTE OF ENGINEERING AND TECHNOLOGY

DINDIGUL - PALANI HIGHWAY, DINDIGUL – 624 002, TAMIL NADU

A REPORT ON ENTREPRENEURSHIP AWARENESS CAMP

(A DST – NIMAT Project 2018 – 19)

27th – 29th August 2018

Sponsored by

**National Science and Technology Entrepreneurship Development Board (NSTEDB),
EDII, Ahmedabad**

Department of Science and Technology, Government of India, New Delhi

in association with

**Entrepreneurship Development Cell (EDC),
SSM Institute of Engineering and Technology**

Entrepreneurship Awareness Camp

SSM Institute of Engineering and Technology organized a three day Entrepreneurship Awareness Camp (A DST – NIMAT Project 2018 – 19) from 27th – 29th August 2018. This camp was sponsored by National Science and Technology Entrepreneurship Development Board (NSTEDB), EDII, Ahmedabad and Department of Science and Technology, Government of India, New Delhi in association with Entrepreneurship Development Cell (EDC), SSM Institute of Engineering and Technology.

The objective of the camp was to create awareness on Entrepreneurship among the students. Eighty One students participated in the camp from various departments. The Day One started with the inauguration ceremony. Mr.S.Dhamodharan, AP/ECE, Coordinator, ED Cell welcomed the gathering. Dr.M.Saravanan, Principal inaugurated the function. Dr.R.Chandran, Campus Director delivered the presidential address.

The chief guest, Mr.Sivarajah Ramanathan, Co-Founder & CEO, Native Lead Foundation addressed the students and explained the various aspects of Entrepreneurship and encouraged the students to get involved in Entrepreneurship after the completion of their studies. Faculty members from SSMIET and other guests from various institutions addressed the students regarding Entrepreneurship. The students were highly motivated and a few students came up with few business proposals and presented during the feedback session. Students were called for an Industrial visit to AR Dairy Products (Raaj Milk), where they gained knowledge regarding Six Sigma Principle, SWOT analysis during the interaction. Certificates were distributed by Dr.R.Chandran, Campus Director and Dr.M.Saravanan, Principal. The programme concluded with a feedback session from the participants.

Day 1: 27.08.2018

Inauguration of Entrepreneurship Awareness Camp



Session I

Inauguration - Why Entrepreneurship (general concepts) - Mr.Sivarajah Ramanathan, CEO & Co-founder, Native Lead, Madurai

Session II

Camp Objective, Historical background-Indian values vis-a-vis Entrepreneurship and the present scenario - Mr.S.Dhamodharan, AP/ECE, SSMIET

Session III

Identification of Business opportunities and Mechanism of product selection - Mr.N.S.Nishanth Kumar, CEO India, Bothofus, Chennai

Session IV

Technology-assistance from R&D labs and others on choice of technology etc - Mr.N.S.Nishanth Kumar, CEO India, Bothofus, Chennai

Day 2: 28.08.2018

Lectures by Experts



Session I

How to start a SSI unit (General concept about the Govt. formalities, rules & regulation, location, and different aspect of an industrial venture) - Mr.P.R.Mathews Naveen Kumar, CEO, Blue Oceans Advertainments, Madurai

Session II

Technology & commercial Aspects of SSI unit (General concept only) - Dr.G.Sankaranarayanan, HoD/Mech, SSMIET

Session III

Financial aspects of SSI unit including salient features of a project report - Mr.G.Sengkathir Selvan, Senior Manager, Canara Bank, Coimbatore.

Session IV

Schemes of assistance and support available from Govt. agencies, banks, financial institutions, SFCs, etc - Mr.G.Sengkathir Selvan, Senior Manager, Canara Bank, Coimbatore.

Day 3: 29.08.2018

Industrial Visit and Valedictory Function



Session I

Creativity and business - the man behind the venture -the behavioural scientist's approach - Dr.R.Chandran, Campus Director, SSMIET

Session II

Communication skills for better results - Mr.J.Srinivasan, ASP/English, SSMIET

Session III

Factory visit and experience sharing by existing entrepreneur - Dr.R.Chandran, Campus Director, SSMIET

Session IV

Feedback and discussion on the camp factory visit - Mr.S.Dhamodharan, AP/ECE, SSMIET

ANNEXURE – I
LIST OF PARTICIPANTS

S.No.	Name of the Participant	Age	Male/ Female	Education	Category: Gen/ SC/ ST/ OBC/ Minority	Aadhaar Number
1	Mughilan.M	20	Male	III B.E., Automobile Engineering	OBC	5772 0161 2006
2	Karthik Jothi.V	20	Male	III B.E., Automobile Engineering	OBC	3873 4994 9392
3	Yuvurajan.P	20	Male	III B.E., Automobile Engineering	OBC	7622 3863 6894
4	Srinathan. P	19	Male	III B.E., Automobile Engineering	OBC	6438 6453 8722
5	Subash. M	20	Male	III B.E., Automobile Engineering	OBC	8476 4505 6511
6	Raj Kumar.M	21	Male	IV B.E., Automobile Engineering	OBC	6017 6433 3326
7	Sundararaj.V	21	Male	IV B.E., Automobile Engineering	OBC	4066 0482 2616
8	Hubert.J	21	Male	IV B.E., Automobile Engineering	OBC	9199 9468 9502
9	Thiruvassagam.M	20	Male	IV B.E., Automobile Engineering	OBC	3496 7394 4428
10	Mani Bharathi.M	21	Male	IV B.E., Automobile Engineering	OBC	4077 8805 2269
11	Naga Arjun.S	21	Male	IV B.E., Automobile Engineering	OBC	6601 5861 1726
12	Vinoth Arumugam.P	21	Male	IV B.E., Automobile Engineering	OBC	7603 1473 0267
13	Diwakar.G	21	Male	IV B.E., Automobile Engineering	OBC	4469 8058 4923
14	Deva Manickam.M.S	21	Male	IV B.E., Automobile Engineering	OBC	7229 8742 2825
15	Karthik. S	21	Male	IV B.E., Automobile Engineering	OBC	4319 3063 4869
16	Karthiban.S.R	20	Male	III B.E., Civil Engineering	OBC	2028 9406 7039
17	Koushik. R	19	Male	III B.E., Civil Engineering	OBC	8067 4692 5299
18	Mohamed Riyaz. A	20	Male	III B.E., Civil Engineering	OBC	7297 5179 6292

19	Dilip Kumar. D	20	Male	III B.E., Civil Engineering	OBC	7493 3223 8945
20	Harini Sri. T.P	20	Female	III B.E., Civil Engineering	OBC	9172 9909 6124
21	Hemavathi. R	20	Female	III B.E., Civil Engineering	OBC	3094 4487 8591
22	Akilan. R	20	Male	III B.E., Civil Engineering	OBC	3363 7078 0843
23	Navaneetha Krishnan. B	20	Male	III B.E., Civil Engineering	OBC	9921 2978 5504
24	Ananth Kumar. S	19	Male	III B.E., Civil Engineering	OBC	7602 5928 9498
25	Mahalakshmi. M	19	Female	III B.E., Civil Engineering	OBC	5685 4386 9816
26	Keerthika. H	19	Female	III B.E., Civil Engineering	OBC	9906 2856 7600
27	Nithya Roobini. G	19	Female	III B.E., Civil Engineering	OBC	5603 6391 4443
28	Helan Sofia. M	19	Female	III B.E., Civil Engineering	OBC	7017 4324 7881
29	Jeyashree. A	19	Female	III B.E., Civil Engineering	OBC	8104 9942 4221
30	Varsha. K	19	Female	III B.E., Civil Engineering	OBC	9296 2832 7636
31	Vetri Vendhan. J	21	Male	IV B.E., Computer Science and Engineering	OBC	8985 9568 1557
32	Sowmya Bharathi. R	21	Female	IV B.E., Computer Science and Engineering	OBC	9148 0548 4325
33	Swetha Lakshmi. S	21	Female	IV B.E., Computer Science and Engineering	OBC	3121 1988 1465
34	Sugumari. S	21	Female	IV B.E., Computer Science and Engineering	OBC	8493 1961 2108
35	Karthika. V	21	Female	IV B.E., Computer Science and Engineering	OBC	2473 5509 5002
36	Hemalatha.K	20	Female	III B.E., Electronics and Communication Engineering	OBC	2959 0747 0818
37	Aasha Banu. R	20	Female	III B.E., Electronics and Communication Engineering	OBC	8692 9334 6884
38	Gowtham Krishnan. P	20	Male	III B.E., Electronics and Communication Engineering	OBC	9922 0758 1272

39	Chella Prabu. A	20	Male	III B.E., Electronics and Communication Engineering	OBC	5603 3997 2621
40	Jayalakshmi. G	20	Female	III B.E., Electronics and Communication Engineering	OBC	6203 9797 3641
41	Naveen Kumar. N	20	Male	III B.E., Electronics and Communication Engineering	OBC	7982 2034 0235
42	Loganathan. K.B	20	Male	III B.E., Electronics and Communication Engineering	OBC	8203 7007 3362
43	Sabari Narayanan. V	20	Male	III B.E., Electronics and Communication Engineering	OBC	8007 4480 9676
44	Sasirekha. C	20	Female	III B.E., Electronics and Communication Engineering	OBC	8888 9177 1253
45	Sangeetha. M	20	Female	III B.E., Electronics and Communication Engineering	OBC	6298 6532 9886
46	Krishna Prabha. M	20	Female	III B.E., Electronics and Communication Engineering	OBC	7935 9534 2834
47	Gayathri. R	21	Female	IV B.E., Electronics and Communication Engineering	OBC	5546 3573 9323
48	Asha. K	21	Female	IV B.E., Electronics and Communication Engineering	OBC	8299 8084 0492
49	Gokulakannan. E	21	Male	IV B.E., Electronics and Communication Engineering	OBC	8545 8192 4102
50	Douglas Gladwin. J	21	Male	IV B.E., Electronics and Communication Engineering	OBC	4520 4546 3506
51	Shanmuga Sundari. S	21	Female	IV B.E., Electronics and Communication Engineering	OBC	5817 6647 7990
52	Mohana Birundha. B	21	Female	IV B.E., Electronics and Communication Engineering	OBC	3664 4022 6365
53	Prasanth.I	21	Male	IV B.E., Electrical and Electronics Engineering	OBC	2661 6963 3001
54	Sourav Prasanna.V	21	Male	IV B.E., Electrical and Electronics Engineering	OBC	7724 6651 6725
55	Deepak Raj. K.A	21	Male	IV B.E., Electrical and Electronics Engineering	OBC	8440 2405 1370
56	Sundar Rajan.K	20	Male	IV B.E., Electrical and Electronics Engineering	OBC	3337 1228 0494

57	Thanga Pandian.P	21	Male	IV B.E., Electrical and Electronics Engineering	OBC	3011 6844 5497
58	Ramya.V	20	Female	IV B.E., Electrical and Electronics Engineering	OBC	7514 4933 1783
59	Sharmila.M	20	Female	IV B.E., Electrical and Electronics Engineering	OBC	7721 8362 2717
60	Narthigasree.D	21	Female	IV B.E., Electrical and Electronics Engineering	OBC	5975 0658 3759
61	Vidhya.U	21	Female	IV B.E., Electrical and Electronics Engineering	OBC	4771 0377 5720
62	Priyanka. R.M	21	Female	IV B.E., Electrical and Electronics Engineering	OBC	3214 8554 4385
63	Vivek Kumar. G	21	Male	IV B.E., Electrical and Electronics Engineering	OBC	7626 5800 7050
64	Muthuraj. K	21	Male	IV B.E., Electrical and Electronics Engineering	OBC	2206 0707 5604
65	Kiruthiha K	20	Female	IV B.E., Electrical and Electronics Engineering	OBC	5096 2324 8714
66	Pandi Priyanka M	20	Female	IV B.E., Electrical and Electronics Engineering	OBC	2533 6390 4731
67	Karthika P	21	Female	IV B.E., Electrical and Electronics Engineering	SC	6425 3435 8993
68	Anand.A	21	Male	IV B.E., Mechanical Engineering	OBC	2285 6983 6141
69	Prakash.S	21	Male	IV B.E., Mechanical Engineering	OBC	5919 9274 0167
70	Murugesan.P	21	Male	IV B.E., Mechanical Engineering	OBC	5758 9425 9874
71	Rajayogyam Raghu	21	Male	IV B.E., Mechanical Engineering	OBC	6992 5723 6115
72	Tamil Mani.A	21	Male	IV B.E., Mechanical Engineering	OBC	6106 3422 3334
73	Surya.M	21	Male	IV B.E., Mechanical Engineering	OBC	6666 6483 8923
74	Vignesh.M	21	Male	IV B.E., Mechanical Engineering	OBC	3330 5534 8488
75	Prabu Kumar.M	21	Male	IV B.E., Mechanical Engineering	OBC	-

76	Karthick Raja.N	21	Male	IV B.E., Mechanical Engineering	OBC	8028 7364 8571
77	Suresh.S	20	Male	IV B.E., Mechanical Engineering	OBC	9010 7753 9281
78	Suresh Kumar.K	21	Male	IV B.E., Mechanical Engineering	OBC	6085 6436 7896
79	Pravin.J	21	Male	IV B.E., Mechanical Engineering	OBC	6900 1696 9157
80	Jansi Nivethitha.D	21	Female	IV B.E., Mechanical Engineering	OBC	5612 4084 4848
81	Viswanath. S	21	Male	IV B.E., Mechanical Engineering	OBC	3450 6114 9249

ANNEXURE – II
PROGRAM SCHEDULE

Date and Day	Session	Subject / Topic	Faculty
1	2	3	4
27/08/2018	I	Inauguration - Why Entrepreneurship (general concepts)	Mr.Sivarajah Ramanathan, CEO & Co-founder, Native Lead, Madurai
	II	Camp Objective, Historical background- Indian values vis-a-vis Entrepreneurship and the present scenario	Mr.S.Dhamodharan, AP/ECE, SSMIET
	III	Identification of Business opportunities and Mechanism of product selection	Mr.N.S.Nishanth Kumar, CEO India, Bothofus, Chennai
	IV	Technology-assistance from R&D labs and others on choice of technology etc	Mr.N.S.Nishanth Kumar, CEO India, Bothofus, Chennai
28/08/2018	I	How to start a SSI unit (General concept about the Govt. formalities, rules & regulation, location, and different aspect of an industrial venture)	Mr.P.R.Mathews Naveen Kumar, CEO, Blue Oceans Advertainments, Madurai
	II	Tech. & commercial Aspects of SSI unit (General concept only)	Dr.G.Sankaranarayanan, HoD/Mech, SSMIET
	III	Financial aspects of SSI unit including salient features of a project report	Mr.G.Sengkathir Selvan, Senior Manager, Canara Bank, Coimbatore.
	IV	Schemes of assistance and support available from Govt. agencies, banks, financial institutions, SFCs, etc	
29/08/2018	I	Creativity and business- the man behind the venture -the behavioural scientist's approach	Dr.R.Chandran, Campus Director, SSMIET
	II	Communication skills for better results	Mr.J.Srinivasan, ASP/English, SSMIET
	III	Factory visit and experience sharing by existing entrepreneur	Dr.R.Chandran, Campus Director, SSMIET
	IV	Feedback and discussion on the camp factory visit	Mr.S.Dhamodharan, AP/ECE, SSMIET

ANNEXURE – III
LIST OF RESOURCE PERSONS

Sr.No.	Name and Address	Designation	Organisation
1	2	3	4
1	Mr.Sivarajah Ramanathan, No.506, 1st floor, West IInd Street, K.K.Nagar, Madurai	CEO & Co- founder	Native Lead, Madurai
2	Mr.N.S.Nishanth Kumar, 32, 2nd St, Venus Colony Extension, Anna Nagar Extension, Velachery, Chennai	CEO India	Bothofus, Chennai
3	Mr.P.R.Mathews Naveen Kumar, 37 Ground Floor, Sarvodaya, Ponmeni Road, Second Street near BSNL, Ellis Nagar, Madurai	CEO	Blue Oceans Advertainments, Madurai
4	Mr.G.Sengkathir Selvan, No 256-A, Kaviraj Towers, Trichy Road, Ramanathapuram, Coimbatore	Senior Manager	Canara Bank, Coimbatore
5	Dr.R.Chandran, SSM Institute of Engineering and Technology, Dindigul - 624 002	Campus Director	SSM Institute of Engineering and Technology, Dindigul
6	Mr.J.Srinivasan, Department of English, SSM Institute of Engineering and Technology, Dindigul - 624 002	Associate Professor	SSM Institute of Engineering and Technology, Dindigul
7	Dr.G.Sankara Narayanan, Department of Mechanical Engineering, SSM Institute of Engineering and Technology, Dindigul - 624 002	Associate Professor	SSM Institute of Engineering and Technology, Dindigul
8	Mr.S.Dhamodharan, Department of ECE, SSM Institute of Engineering and Technology, Dindigul - 624 002	Assistant Professor	SSM Institute of Engineering and Technology, Dindigul

ANNEXURE – IV
LIST OF INDUSTRIES VISITED

Sr.No.	Name, Address and Contact details	Products / Service
1	2	3
1	A.R. Dairy Food Private Limited, Raaj Milk, 10/5 C, Madurai Road, Begampur Post, Dindigul 624002, Tamil Nadu Phone:91-0451-2449000, E-mail: info@raajmilk.com	Milk and Dairy Products

ANNEXURE – V

FEED BACK ANALYSIS OF PARTICIPANT - SUMMARY

Programme Location: SSM Institute of Engineering and Technology

Date: From 27.08.18 to 29.08.18

Total No. of Participants: 81

Q.1) From where you got the information about this programme?

- | | |
|-----------------------------|----------------|
| a) Pamphlets / Brochure | 81 Nos. (100%) |
| b) News paper Advertisement | 00 Nos. (00%) |
| c) Posters/ Hand Bills | 00 Nos. (00%) |
| d) Other (Please Specify) | 00 Nos. (00%) |

Q.2) What is your opinion about the duration of Programme?

- | | |
|-------------|---------------|
| a) Short | 10 Nos. (12%) |
| b) Adequate | 65Nos. (79%) |
| c) Long | 06 Nos. (09%) |

Q.3) Did you find the Programme useful?

- | | |
|-------------------|---------------|
| a) Very much | 75 Nos. (92%) |
| b) To some extent | 06 Nos. (08%) |
| c) Not useful | 00 Nos. (00%) |

Q.4) Did it fulfill your expectations?

- | | |
|-------------------|---------------|
| a) Yes | 75 Nos. (92%) |
| b) To some extent | 06 Nos. (08%) |
| c) No | 00 Nos. (00%) |

Q.5) Planning of the Programme

- | | |
|-----------------|---------------|
| a) Excellent | 74 Nos. (91%) |
| b) Very good | 05 Nos. (06%) |
| c) Good | 02 Nos. (03%) |
| d) Satisfactory | 00 Nos. (00%) |
| e) Poor | 00 Nos. (00%) |



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

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S. B. Sareen

Sr. Faculty & Project Director: DST-NIMAT

EDII/DST-NIMAT/18-19/381

Date: 03/07/2018

SPEED POST

Dr. M. Saravanan

Principal

S. S. M. Institute of Engineering & Technology

Palani Road

Dindigul - 624 002

Tamil Nadu

Kind Attention: Mr. S. Dhamodharan, Assistant Professor (Dept. ECE)

Dear Sir,

Sub: DST-NIMAT Project 2018-19: Sanction Order

Greetings from EDII, Ahmedabad!

This is with reference to your proposal submitted for conducting activities / programme(s) under the aegis of National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Govt. of India, New Delhi.

We are happy to inform you that the following activities / programmes have been sanctioned:

Sr. No.	Activity / Programme	No.	Amount in Rs.	Locations
1	Entrepreneurship Awareness Camp (EAC)	5	100000	As mentioned in proposal
Total		5	100000	

You are requested to please go through the enclosed **Guidelines / Terms & Conditions** as it is mandatory to follow the same.

Please note that the **first installment is to be released on receipt of the following documents:**

1. Duly Signed Agreement
2. Duly Signed "Terms & Conditions" (each Page)
3. Action Plan [Annexure-I]
4. Bank Details [Annexure-IA]



The funds will be transferred through RTGS/NEFT. Please make sure that the above said documents must reach us as early as possible, but not later than **ONE MONTH** of receiving this sanction letter. Non receipt of the same may be considered as your unwillingness to take up the programme(s).

As per point no. 11 of the enclosed Terms & Conditions, it is expected to generate results in terms of unit establishment from programmes like; EDP, WEDP and TEDP. Hope, you will design the required strategy to show case desired result.

For any additional information, please contact either me (Email ID: sareen@ediindia.org, Mobile: 09925110040) or my colleague Mr. Prakash Solanki (Email ID: psolanki@ediindia.org, Mobile: 09723816384).

We look forward to have a long term professional relationship.

Thanking you, with regards,

(S. B. Sareen)
Encl.: a. a