



SSM Institute of Engineering and Technology, Dindigul
Entrepreneurship Development Cell
Event Report
One Day Seminar on



“Entrepreneurship Development with an Innovative Digital Platform”

Date : 21.08.2023

Venue: Seminar Hall-03

Time : 10.30am-12.30pm

Introduction:

The "Entrepreneurship Development with an Innovative Digital Platform" seminar brought together a diverse group of entrepreneurs, academics, industry experts, and students to explore the intersection of entrepreneurship and digital innovation. The event aimed to provide insights into the evolving landscape of entrepreneurship in the digital age and how innovative digital platforms are shaping this landscape.

Agenda:

The seminar was structured to offer a comprehensive understanding of the topic. The agenda included:

1. The event began with welcoming remarks from Mr. S. Vignesh Balaji, II-B.Com (PA), SSM College of Arts and Science
2. Presidential Address delivered by Dr.N.Sampathkumar, Principal, SSM College of Arts and Science. Dr.N.Sampathkumar said that in this era of rapid technological advancements, where digital transformation is reshaping industries and economies, embracing digital platforms has become not just an option, but a strategic imperative for businesses and entrepreneurs. Entrepreneurship has always been at the heart of innovation and economic progress. It is the driving force that fuels job creation, fosters innovation, and propels societies forward.
3. Introduction of the Guest of Honor given by Ms.M.Reena, SSMIET
4. Keynote Address by Mr. A. John Praveen, COE, DIGIIT BUSINESS SERVICES PVT LTD, Trichy.
5. Vote of thanks by Mr. B. Haraiharan, III-Mech, SSMIET

Key Takeaways:

1. The digital landscape has transformed the way businesses are conceptualized, operated, and scaled.
2. Innovative digital platforms offer unprecedented opportunities for startups to reach wider audiences and access global markets.
3. Collaborative ecosystems are essential for the growth of digital entrepreneurship, fostering innovation and knowledge exchange.
4. Data-driven decision-making is crucial for optimizing digital strategies and achieving sustainable growth.

Impact:

The seminar left a lasting impact on the participants. Attendees gained insights into the strategies and tools required to navigate the digital entrepreneurship landscape successfully. The event facilitated networking opportunities, encouraging participants to connect and collaborate beyond the seminar.

Future Directions:

Given the positive response and engagement from participants, there is a growing interest in organizing similar events to delve deeper into specific aspects of digital entrepreneurship and innovation. The feedback received will be instrumental in shaping future seminars and workshops to cater to the evolving needs of entrepreneurs and professionals.

In conclusion, the "Entrepreneurship Development with an Innovative Digital Platform" seminar provided a platform for thought-provoking discussions, knowledge sharing, and meaningful connections. It reinforced the notion that embracing digital innovation is not just a choice but a necessity for any aspiring entrepreneur in today's dynamic business landscape.

Event Invitation



SSM INSTITUTE OF ENGINEERING AND TECHNOLOGY

Dindigul-Palani Highway, Dindigul - 624 002, Tamilnadu

(Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai, Accredited by NAAC & NBA)

Institution's Innovation Council(IIC) & Entrepreneurship Development Cell



Organizes Seminar on

“Entrepreneurship Development with an Innovative Digital Platform”

Date: 21.8.23 Time : 10.30 am to 12.30 pm

Venue: Seminar hall - 3



SPEAKER



A. John Praveen B.E.MBA,(PhD)

Centre of Excellence

Digital Business Platforms

Digital Business Service Pvt.Ltd

ONDC Network Participant

President/IIC
Dr.K.Vinothkumar
Prof/ECE

Coordinator
Dr.K.Rajesh
AsP/ECE

Chairperson
Dr.D.Senthilkumaran
Principal

All are cordially invited



Event Circular



SSM INSTITUTE OF ENGINEERING AND TECHNOLOGY

Dindigul – Palani Highway, Dindigul – 624 002.
Phone : 0451 – 2448800 – 99 (100 Lines) Fax: 0451 – 2448855
Email : ssmiedgl@gmail.com Website : www.ssmiet.ac.in

C.No.027/SSMIET/2023

Date: 17.08.2023

CIRCULAR

This is to inform that One day Seminar is scheduled to take place on **21.08.2023 (Monday)** titled as "Entrepreneurship Development with an Innovative Digital Platform" from 10.30 am to 12.30 pm in Seminar Hall -03. This seminar is designed to provide valuable insights and strategies for harnessing digital tools and technology to drive entrepreneurial success. We look forward to your active participation and significant contributions to the seminar.

Target Group: Interested Students and Faculties

Resource Person:

A.John Praveen., B.E., MBA.,(PhD),
Centre of Excellence,
DIGITAL BUSINESS PLATFORMS,
DIGIIT BUSINESS SERVICES PVT LTD (ONDC Network Participant),
Trichy

Venue: Seminar Hall-03

PRINCIPAL

Copy to: Chairman for kind information

Administrative Officer

HoD's

CIVIL

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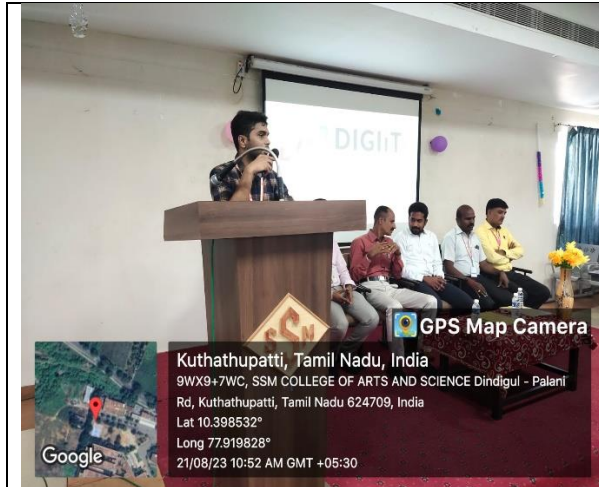
EEE

MECH

S&H

AIDS&CSBS

Event Photos



Welcome Address



Chief Guest Introduction



Presidential Address



Honorary



Audience View



Vote of Thanks