

PROGRAMME NAME: ENTREPRENEURSHIP AWARENESS PROGRAMME

DATE: 31ST OCTOBER 2023



The Department of Commerce and Financial Studies organized the Entrepreneurship Awareness Programme on 31st October 2023. The event featured special lectures by distinguished resource persons to foster entrepreneurial awareness among students and scholars. The program included insightful lectures delivered by Dr N. Prasanna, Director I/C of BECH RUSA 2.0; Dr P. Nagarajan, Founder and CEO of Sastha Startup Solutions, Trichy; Dr P. Nataraja Murthy, Program Coordinator of BECH RUSA 2.0; and Dr S. Premanand, Guest Lecturer at the Department of Lifelong Learning, Bharathidasan University. Their combined expertise covered various aspects of entrepreneurship, including the entrepreneurial mindset, startup ecosystem, funding opportunities, and the importance of innovation in business. The event saw enthusiastic and active participation from students and scholars, with a total of 87 attendees. The participants' engagement and interaction with the speakers greatly enhanced their learning experience, providing them with valuable knowledge and motivation to pursue entrepreneurial ventures.