



Aarupadai Veedu Institute of Technology
Mahatma Gandhi National Council of Rural Education (MGNCRE)
ISR Cell & Rural Entrepreneurship Development Cell
Institution Innovation Council (IIC)



Report - Workshop on Business Plan Preparation

Institutional Innovation Council, ISR Cell & Rural Entrepreneurship Development Cell in association with Mahatma Gandhi National Council of Rural Education (MGNCRE), has organized a webinar on “Workshop on Business Plan Preparation” on 07.01.2021 for the Faculty and students of Engineering and Technology of all Branches and Management Studies. The total no. of Participants were around 100 Participants.

Dr. K. L. Shunmuganathan, Principal, AVIT presided the session. Dr. S.P. Sangeetha, Program Director – ISR & Vice Principal (Academics) delivered the welcome address. The session mainly focused on Business Plan Preparation. The session was handled by Mr. M. Sai Kiran, Mentoring Officer, MGNCRE, Dept. of Higher Education, Govt. of India. He clearly explained about the Concepts of Business plan. Mr. N. Lakshminarayanan, Deputy Director, EDC act as a moderator.

Theme: Orientation for participating in Regional Level and National Level Business Plan Competitions

Workshop objectives:

- Orientation on Business Plan Preparation
- Strengthening the way for Business Plan Competitions
- Orientation for participating in Regional level and National level Business Plan Competitions

Workshop outcome:

- To develop Entrepreneurial skills among students
- To take part in Business model competitions.

Mahatma Gandhi National Council of Rural Education (MGNCRE),
ISR Cell, Rural Entrepreneurship Development Cell,
Institution Innovation Council (IIC) Jointly Organizes

Workshop on Business Plan Preparation

Jan 07th, 2021 | 03:00 PM to 04:00 PM

Resource Person :

Mr. M. Sai Kiran
Mentoring Officer, Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Govt. of India.

Theme : Orientation for participating in Regional Level and National Level Business Plan Competitions

With Warm Regards : **Dr. K. L. Shunmuganathan**, Principal - AVIT
Prof. L. Prabhu, VP (Admin.) & President - IIC
Dr. S. P. Sangeetha, VP (Academics) & Program Director-ISR
Mr. R. Praveen, Convenor - IIC

Google Meet link :- <https://meet.google.com/hmo-djlx-ocz>

e-Certificate will be provided to all the participants

Mode : Online / Google Meet

For Admission Contact @ +91 87545 52018, +91 97894 81724, +91 87545 41024

Session Screenshots:

This screenshot shows a Google Meet session with 100 participants. The main view displays a grid of participant avatars. The meeting details sidebar on the right shows the 'People (100)' list and 'Chat' options. The bottom of the screen shows the Windows taskbar with various open applications and the system tray displaying the time as 15:24 on 07-01-2021.

This screenshot shows a Google Meet session where a presentation slide is being displayed. The slide is titled "STEP 8. COMPETITIVE ANALYSIS. SWOT ANALYSIS" and includes the text "DO COMPETITIVE ANALYSIS TO PERFORM BETTER." and "STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS". The slide content includes a flowchart with four steps: 1. CATEGORIZING THE COMPETITORS (TOP 10 COMPANIES), 2. ANALYSING PROMOTIONAL STRATEGY (WAYS TO PROMOTE), 3. COMPETITORS' PRODUCTS ANALYSIS (EVALUATE THE COMPETITORS' PRODUCTS), and 4. COMPETITORS ADVANTAGEOUS ASPECTS (SPOT THE MOST VULNERABLE AREA). A cartoon character is also present on the slide. The meeting details sidebar on the right shows 72 participants. The bottom of the screen shows the Windows taskbar with the time as 16:05 on 07-01-2021.