



**AARUPADAI VEEDU  
INSTITUTE OF TECHNOLOGY**  
OMR, PAIYANOOR, CHENNAI - 603104



**VINAYAKA MISSION'S  
RESEARCH FOUNDATION**  
(Deemed to be University under section 3 of the UGC Act 1956)



**INSTITUTION INNOVATION COUNCIL (IIC)  
REPORT on "THREE DAY ENTREPRENEURSHIP AWARENESS CAMP"  
– 16.10.2019 to 18.10.2019 in association with TANSTIA**

**Institution Innovation Council (IIC) - AVIT, in association with Tamil Nadu Small and Tiny Industries Association (TANSTIA) and Friedrich Naumann Stiftung Fur Die Freiheit (FNF) Germany, has organized a "THREE DAY ENTREPRENEURSHIP AWARENESS CAMP" from 16<sup>th</sup> October 2019 to 18<sup>th</sup> October 2019.**

**About TANSTIA:**

TANSTIA is the State level Apex association for Small and Tiny Industries in the state of Tamilnadu, working for the betterment of Small industries since 1956. TANSTIA joined hands with Friedrich Naumann Foundation, (FNF) Germany to set up TFSC to support Tiny small and medium enterprises.

**About the Entrepreneurship Awareness Camp (EAC):**

The three day camp was organized for the students of Engineering and Technology and about 220 students have registered for the camp and about 120 students & around 12 faculties attended the three day program. The welcome address was delivered by **Prof. L. Prabhu, President – IIC, AVIT**. The event was presided by **Dr. S. A. V. Satya Murthy, Campus Director, AV Campus**. **Dr. K.L. Shunmuganathan, Principal, AVIT** delivered the special address. The inaugural address was delivered by **K. Manoj Kumar, Training Manager, TANSTIA – FNF Service centre, Guindy, Chennai**. **Mr. M. Lakshminohan, Head – CIR**, Felicited the program.

**Highlights of the Camp:**

- Interaction with the Entrepreneurs
- Funding raising session by Bank Manager
- Industrial visit to a Industry

	<b>Session I</b>	<b>Chief Guest</b>	<b>Session II</b>	<b>Chief Guest</b>	<b>Session II</b>	<b>Chief Guest</b>
Day 1 (16.10.2019)	<ul style="list-style-type: none"> <li>• Inauguration of EAC and objective of the Entrepreneurship Awareness Camp (EAC)</li> </ul>	K. Manoj Kumar, Training Manager, TANSTIA – FNF Service centre, Guindy, Chennai	<ul style="list-style-type: none"> <li>• Identification of opportunities for entrepreneurs</li> </ul>	Mr. K.S Kamaludeen, Founder, Bluebharath Exim Pvt. Ltd.	<ul style="list-style-type: none"> <li>• Mechanism of product selection and technology-assistance from R&amp;D labs and others on choice of technology etc</li> </ul>	Mr. K.S Kamaludeen, Founder, Bluebharath Exim Pvt. Ltd.
Day 2 (17.10.2019)	<ul style="list-style-type: none"> <li>• How to start a SSI unit (General concept about the Govt. formalities, rules &amp; regulation, location, and different aspect of an industrial venture.)</li> </ul>	Ms. Vandhana Ramanathan, Founder, W Square	<ul style="list-style-type: none"> <li>• Support and financial assistance from Govt. agencies, banks, financial institutions, SFCs and others- securities demanded by FIs/banks etc</li> <li>• Financial aspects of SSI unit including salient features of a project report (Business Model)</li> </ul>	Mr. Udaya Kumar, Branch Sales Manager, ICICI Bank, Thiruporur Branch, Chennai.	<ul style="list-style-type: none"> <li>• Creativity and business- the man behind the venture - the behavioral scientist's approach</li> </ul>	Mr. Jagannathan, Founder, Nalla keerai,
Day 3 (18.10.2019)	Industrial Visit to Butterfly Gandhimathi Appliances Ltd., Pudupakkam, Chennai		<ul style="list-style-type: none"> <li>• Discussion with participants for their reactions about the camp, (Including factory visit)</li> </ul>	Prof. N. Lakshmi Narayanan, Startup Co-ordinator, IIC – AVIT	Valedictory Function & Feedback from Participants	K. Manoj Kumar, Training Manager, TANSTIA – FNF Service centre, Guindy, Chennai

**Event Photos:**





AVIT, OMR, PAIYANOOOR, Tamil Nad...  
 Longitude Latitude  
 80.1836° E 12.8146° N 27° C  
 Thursday, 17, Oct, 20... 03:11 PM



Butterfly,pudupakkam, Tamil Nadu...  
 Longitude Latitude  
 80.1836° E 12.8146° N 30° C  
 Friday, 18, Oct, 2019 11:22 AM



Butterfly,pudupakkam, Tamil Nadu...  
 Longitude Latitude  
 80.1836° E 12.8146° N 30° C  
 Friday, 18, Oct, 2019 11:26 AM

## AVIT hosts Three-day Entrepreneurship Awareness Camp

**CORRESPONDENT**  
 Kanchipuram,  
 Aarupadai Veedu  
 Institute of Technology  
 (AVIT) in association  
 with TANSRIA FNF  
 Service Centre,  
 Guindy, Chennai  
 organised a three-day  
 Entrepreneurship  
 Awareness Camp from  
 16.10.2019 to 18.10.2019,  
 supported by NSTEDB,  
 DST- Govt. of India.



Around 150 students of Final Year Engineering of various disciplines were selected for the camp. They were addressed on the opportunities, mechanism of product selection, choice of technology and assistance from R&D Laboratories. The camp also created an awareness on small scale industry (SSI) start ups and financial support

extended by banks and other financial institutions. They were also guided on creativity in business and the nuances of Customer Relationship Management (CRM). The highlight of the camp was the visit to Butterfly Gandhimathi Appliances Limited in Pudupakkam Village, Kelambakkam-Vandalur Road, Kancheepuram Dist, Chennai, Tamil Nadu.