



श्रीचन्द्रशेखरेन्द्रसरस्वतीविश्वमहाविद्यालयः
**SRI CHANDRASEKHARENDRASARASWATHI
VISWA MAHAVIDYALAYA**

Deemed to be University u/s 3 of UGC Act 1956 | Accredited with "A" grade by NAAC
Enathur, Kanchipuram - 631 561. Tamilnadu, India
www.kanchiuniv.ac.in

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Department of Commerce

Report on Guest Lecture

Event : Guest Lecture Date : 29 th September 2024 Venue : Commerce Seminar Hall Participants: B. Com & M. Com Students	Resource Person: Mr. V. S. Venkatesan General Manager, District Industries Centre [DIC] Organized By: Dr. J. Santhi
Nature of the Event	Purpose of the Event
On September 29, 2024, Department of Commerce hosted a guest lecture by Mr. V.S. Venkatesan, the General Manager of the District Industries Centre, Kancheepuram.	The B. Com and M. Com students are studying Entrepreneurship and Small Business Promotion as a course in their final year. To create an awareness among the students about Government schemes and support for entrepreneurs and to motivate the young generation to become the job generators this lecture was organised. The lecture focused on the various government schemes available to support and guide entrepreneurs, aiming to equip commerce students with essential knowledge for their future ventures.
Lecture Focused on	Outcome of the Event
Discussing the growing importance of entrepreneurship in India's economy, emphasizing its role in job creation and innovation.	The event fostered a deeper understanding of the entrepreneurial ecosystem and encouraged students to consider entrepreneurship as a viable career path.

Highlighting the entrepreneurial landscape in Tamil Nadu, showcasing successful case studies from local startups.

Emphasizing the role of District Industries Centres in providing ongoing support to entrepreneurs including business planning, marketing strategies, and regulatory compliance.

Focusing on the need for networking and collaboration and encouraging students to engage with industry bodies and attend workshops.

Outlining the schemes of Startup India MUDRA Scheme, PMEGP (Prime Minister's Employment Generation Programme).

A Q&A session was also handled by him which encouraged our students to come up with their ideas and thoughts.

Conclusion

The guest lecture by Mr. V.S. Venkatesan proved to be an invaluable session for the commerce students at SCSVMV University. His insights into government schemes and the support available to entrepreneurs equipped students with practical knowledge essential for their future careers. We extend our gratitude to Mr. V.S. Venkatesan for sharing his expertise and we look forward to hosting more such sessions that inspire and educate our students.

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SUCCESSFUL ENTREPRENEURSHIP STARTS WITH BELIEVING IN YOURSELF AND YOUR VISION.
-SARA BLAKELY

Department of Commerce Invites You All

A GUEST LECTURE

ON
Government Schemes, Support and
Guidance to Entrepreneurs

THURSDAY
19 September, 2024

11:00 AM
12:00 NOON

Mr. V.S. VENKETESAN
(General manager,
District Industry Center)

Venue: Commerce Seminar Hall

