

Entrepreneurship Awareness Program

The Entrepreneurship Awareness Program was successfully organised by Dr. K. Thiruppathy, Dean – Innovation, Patent & Entrepreneurship, with the objective of motivating students towards entrepreneurship and self-employment. The programme featured insightful sessions by Mr. Dinakaran, Assistant Director (MSME), the Lead Bank Manager, Canara Bank, and the General Manager, District Industries Centre, who explained government support systems, financial assistance, and institutional mechanisms available for aspiring entrepreneurs. A successful entrepreneur also shared real-life experiences, challenges, and growth strategies, which inspired participants. The programme created strong awareness about entrepreneurial opportunities and encouraged students to consider entrepreneurship as a viable and rewarding career path.



