

Schedule for WEDP at Sri Venkateswara College of Engineering



Online Mode: <https://meet.google.com/rbb-tqok-bgg>

Day	10.00-10:50	11:00-11:50	1:00-1:50	2:00-2:2:50
MODULE - 1: ENTREPRENEURSHIP & SCHEMES OF ASSISTANCE:				
15/02/2021	Inauguration SVCE-EPIC	Programme Objectives: Expectations from trainees, Final Goal, Programme's Strategy etc. Dr.S.Ilaiyavel SVCE-EPIC	Employment Vs Entrepreneurship Dr.C.Amutha charu sheela,- Asst-Professor, SVCE	
16/02/2021	Entrepreneur Character/Importance of Women entrepreneurship Prof.L.S.Ganesh- Professor ,ITM		Schemes of Assistance for MSMEs: NSIC, SIDBI, DIC and Other Support Agencies Mr.V.Senthilvelan SVCE-EPIC	
MODULE - 2: PROJECT SELECTION & IT'S PRE FEASIBILITY:S.Ilaiyavel				
17/02/2021	How to Identify Business Opportunities Ms.Sujaya- Consultant ,Trainer & Startup Mentor,Train er	Business Opportunity identification: Criteria of selection & Sources of Information Ms.Sujaya- Consultant ,Trainer & Startup Mentor Trainer	Business Opportunity Guidance Interaction. from various support institutions Dr.K.Sureshkumar Professor and Director PSG-STEP	
18/02/2021	Business Opportunity Guidance Interactions with DIC, DI-MSME, Lead Bank etc. Dr.Rosy Fernando-Trainer Founder Start up Solutions ,Chennai 600015 Tamil Nadu		How to conduct Market Survey: Tools, Techniques and Guidelines Mr.Senthil Rajan, Asst-Professor,SVCE	

19/02/2021	How to assess pre-feasibility of a Project Ms.Sujaya Rao-Consultant,Trainer & Startup Mentor Trainer	Preparing -Pitch Preliminary Project Report (PPR) Shri.Mahendra Kumar Gupta CEO,INurture Incubation Foundation	
20/02/2021	Online exposure to a factory SVCE-EPIC/Entrepreneur/Incubatees	Experience Sharing with Entrepreneurs Ms.Sowmya Mahadevan-COO-Exeter-SVCE-Alumni	
MODULE – 3: CONSOLIDATION OF BUSINESS IDEA:			
22/02/2021	Soft Skill Development: Business Communication Dr.Phebe George, Asstprof-MCC,Chennai	Soft Skill Development: Information Seeking Dr.Phebe George,Asst prof-MCC,Chennai	Briefing for Market Survey: Questionnaire Designing Practice on online survey Dr.S.Gopinath, Professor,SVCE
23/02/2021	Conducting Market Survey and online Data Collection for the identified business opportunities Ms.Alumelu,PALS,IITM, /Mr.Senthil rajan,Asst-Professor SVCE/ Prof.N K Mohanty,Professor-SVCE		
24/02/2021			
25/02/2021			
26/02/2021	Feedback and Discussion on Market Survey Ms.J.Inidra,CEO Shisan Tech-Chennai	Evaluating the PPRs prepared by the Trainees Dr.P.Ravichandran Dean of Academic Affairs GTN Arts College(Autonomous) Dindigul,Tamilnadu	
27/02/2021	Business Communication Prof.T..Murugavel,Professor,SVCE	Online Interactions Mr.James Rajanayagam Senior Project Advisor, Centre for Social Innovation & Entrepreneurship, IIT Madras,	

MODULE - 4: MOTIVATIONAL INPUT:			
1/03/2021	Developing Entrepreneurial Competencies (Achievement Motivation Training) SVCE/Mr.Rajendran Dandapani, Zoho Corporation/Benfy Digital		
2/03/2021	Marketing/Dr.G.Mathiyalagan, Head-IMS,Dr.Meenashi Sundram,Dy Head- IMS, SVCE		
3/03/2021			
MODULE - 5: BUSINESS PLAN PREPARATION:			
4/03/2021	Customer profiling Ms.Vishnu Priya - Trainer SLYKA Image Transfer	Business Plan: Need, Importance, Ms.Srivalli Krishnan , Consultant ,Trainer & Startup Mentor, Trainer	Business Plan:Content & Format Ms.Srivalli Krishnan , Consultant ,Trainer & Startup Mentor Trainer
5/03/2021	Principles of Effectuation Ms.Vishnu Priya-Trainer SLYKA Image Transfer	How to Write Business Plan Ms.Srivalli Krishnan IIT- mumbai	
6/03/2021	Product Costing and Cost Consciousness Dr.Pongodi .V Professor, Priyar University	Business Plan-Break Even Point Dr.M.Vinoth, Selvam College of Technology,Namakkal.	
8/03/2021	Cash flow/ Profitability & Balance Sheet Prof. S.Muraleedharan CPO-SVCE	Product Planning & Product Mix Strategy Mr.Parvez Alam CEO- Crescent innovation & Incubation Center	

9/03/2021	Preparation and Validation of Detailed Business Plan Dr.Prakash Director-Research Nehru Group of Institution/Ms.B.Priyanka,Incubation Manager,Nehru Group of Institutions/Mr.V.Senthil velan SVCE-EPIC.			
MODULE - 6: MANAGEMENT INPUTS:				
10/03/2021	Marketing Management: Product Promotion, Sales and Advertisement Dr.Nishath Parveen Assistant Professor MEASI Institute of Management		Financial Management SIRANJEEVI M.S Assistant Professor Measi Institute of Management	
11/03/2021	Commercializ ation Prof.Nalinkan t V Ghone Professor- SVCE	IPR, Pattern, Copy Rights, Trade Mark etc. Ms.Gita chengappa TREC-STEP	Supports From Research Lab Dr.Sudhar K Bharathan Prof-SVCE	
12/03/2021	Negotiation and Networking Dr.R.Anitha, Professor, SVCE	Research-Innovation- Incubation DrR.Muthucumaraswamy Dean-Research-SVCE	Leadership Modes Prof.E.Nakkeran SVCE	Efficiency Orientation and Systematic Planning Dr.V.Vidya Professor, SVCE
13/03/2021	Legal formalities for Loan Disbursement Dr.P.Janarthanam,Asso Professor,SVCE/Alumni Entrepreneur		Taxation: Various Taxes Applicable to MSME Govt. Officials from MSME	
15/03/2021	Interfacing with financial Institutions for Business Plan Appraisal Mr.P.Rathinavel Pandian,Manager,IndianBank,sriperumbudur.		Feedback from Participants Dr.K.Santha, Vice Principal Professor, SVCE	Valedictory SVCE- EPIC