

Entrepreneurship Development Cell
Madras School of Social Work
32, Casa Major Road, Egmore, Chennai – 600 008

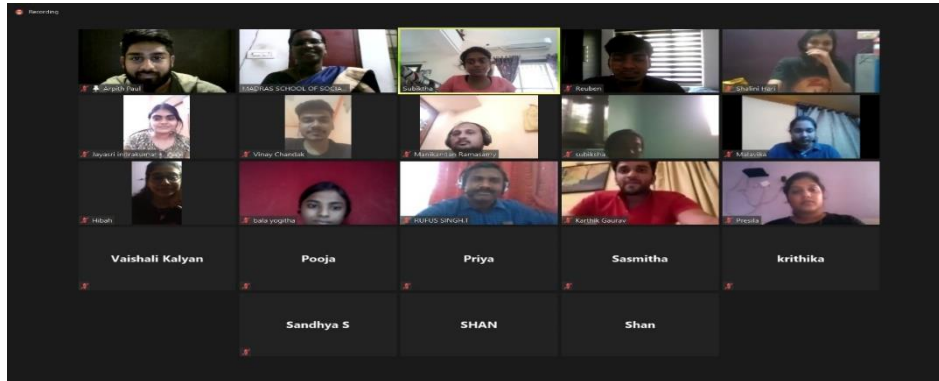
ONEDAY ONLINE ED WORKSHOP FOR ENTERPRISING ENTREPRENEUR

The Entrepreneurship Development Cell (EDC) of the Madras School of Social Work in Collaboration with the Department of M.A. Human Resource Management has organized a one day - online workshop on 23rd April, 2021 on the topic, “A Walkthrough session on Enterprising Entrepreneur” between 10 am to 5 pm. Dr. P. Mohana, Entrepreneurship Development Cell Coordinator & HOD of MAHRM Department welcomed the gathering. Nearly 85 participants from various departments of MSSW and different colleges attended the workshop. The workshop was conducted by the Expert - Mr. M. Shanmugam, Proprietor, Multipurpose Marketters. He is an Enterprising Business Man based out of Chennai and currently running three different ventures successfully.

He started the workshop by strongly emphasizing and focusing on the importance of entrepreneurship and its vitality in today’s competitive world. The workshop was completely engaging as he was briefing about the good sense of the market which includes demand, market size, economic indicators, location, market saturation and pricing. Further, he continued on explaining how an individual should start up a business plan and take it forward in future. He threw light on how to choose the fund for our business and how it can bring impact on the structure and run of the business. Also, he gave his views and opinions on how pandemic has shaped the concept of Entrepreneurship and supported with useful ideas to overcome the challenges. Post lunch, the participants were divided into teams and were asked to present a business plan. By this activity, the participants were able to analyze their level of knowledge on entrepreneurship and based on the presentation, the expert gave his suggestions and feedback to improve the proposed business plan in a more comprehensive pace.

The speaker strongly believes that passion and capability serves as a strong foundation in this entrepreneurial journey. On the whole, the workshop equipped us with right kind of mindset about Entrepreneurship.

The session concluded with the vote of thanks delivered by Mr. T. Rufus Singh, Entrepreneurship Development Cell Co-coordinator.





THE ENTREPRENEURSHIP DEVELOPMENT CELL, MADRAS SCHOOL OF SOCIAL WORK

32, Casa Major Road, Egmore, Chennai - 600 008

In Collaboration With

T H E D E P A R T M E N T O F M A - H R M

Presents

A WALK THROUGH SESSION FOR ENTERPRISING ENTREPRENEUR

S P E A K E R

Mr. M. Shanmugam, Proprietor,
Multipurpose Marketers



F O R C O N T A C T

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ZOOM LINK: <https://us02web.zoom.us/j/9223876153>
MEETING ID : 9223876153
PASSCODE: 12345

DATE : 23.04.2021