



**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(AUTONOMOUS)-POLLACHI**

An ISO 9001-2015 Certified Institution, Re-Accredited by NAAC,
Affiliated to Bharathiar University, Coimbatore

**Entrepreneurship Development Cell
&**

Department of Economics

Cordially Invites you for the

Workshop on

**AWARENESS & PROMOTIONAL INITIATIVES
FOR
SOCIAL ENTREPRENEURSHIP**

Dr.R.Muthukumaran

Principal, NGM College

Will presides over the Function

Sponsored by

**Entrepreneurship Development and Innovation Institute -EDII
Tamilnadu -Hub Bharathiyar University , Coimbatore**

28 June 2023

IQAC/2023-24/JUNE/006

10.00 AM to 11.00 AM

RESOURCE PERSON:



**MS. PAVITHRA SELVAKUMARASWAMY
CO FOUNDER OF HOSTSPACIO**

**&
PRESIDENT OF ENTREPRENEURSHIP DEVELOPMENT CELL
(Alumni- NGMC)**

Convener:

**Dr.P.Krishnathulasimani
Head, and Associate Professor
Department of Economics, NGMC**

Co-ordinators

**Dr.Nirmala Sathish
Mr.T.Manikandan
Mrs.M.Gayathri**

**Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.
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**NGM College, Pollachi - 642 00
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Nirmala
Dr. NIRMALA SATHISH
Assistant Professor
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Nallamuthu Gounder Mahalingam College
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Report on "Awareness and Promotional Initiatives of Social Entrepreneurship"

Jointly Organized by
Entrepreneurship Development Cell &
Department of Economics

Sponsored by
Entrepreneurship Development & Innovation Institute (EDII) - TN Hub, Government of Tamil Nadu,
Bharathiar University, Coimbatore

Entrepreneurship Development cell (EDC) and Department of Economics of Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi - 642 001 has jointly organized a Workshop on "Awareness and Promotional Initiatives for Social Entrepreneurship" for the benefits of student, research scholar and staff members on 28.06.2023 between 9:30 am -11:30 am.

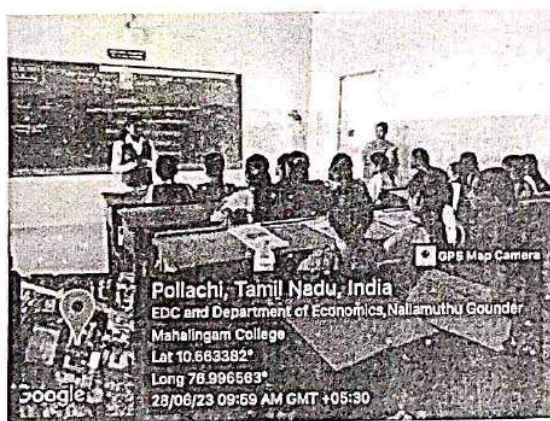
The session aims to promote the Entrepreneurship, Social Entrepreneurship and Self Employment among the students by enriching their entrepreneurial skills and also to create awareness of opportunities and benefits of entrepreneurship. The resource person Ms. Pavithra Sivakumarasaw, Co - founder of Hostspacio shared the inputs on entrepreneurship, start up and training programmes, in addition to that she also discussed about the social entrepreneurship and steps involved in starting business which includes , to analyse the problem in the society, to find the existing solutions for it , to find the targeted audience and to calculate the cost, profit and marketing

establishment of the product, social entrepreneurship mainly focused on both profit and welfare of the society. She also discussed about the MSME and its functions.

Outcome

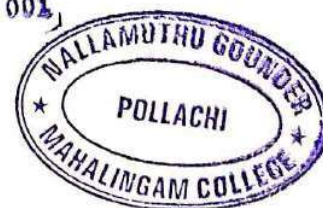
The session was highly informative and the discussed inputs on entrepreneurship are of great benefit for the participants and also motivated the participants and make them to realize their dream business through innovative products in the future.

Photos – Workshop on “Awareness and Promotional Initiatives for Social Entrepreneurship”



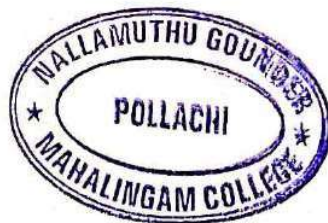
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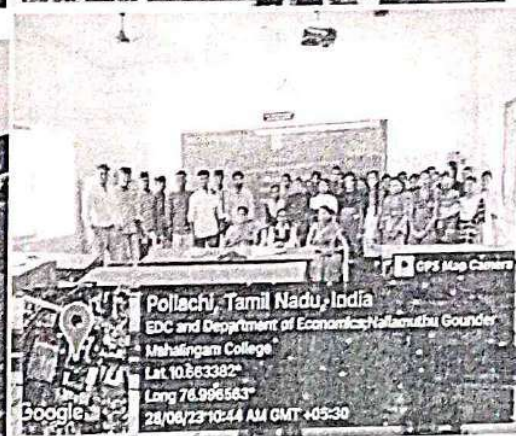
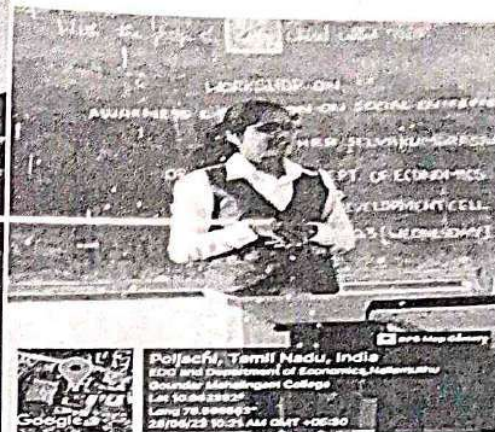
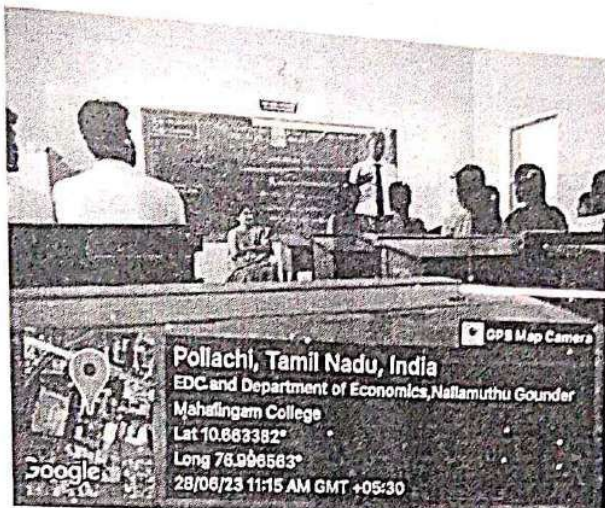




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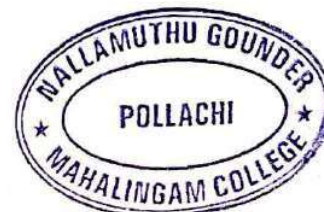


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Tamilnadu -

Hub Bharathiya University, Coimbatore.

Programme: Workshop on Awareness and Promotional initiatives for social Entrepreneurship

Resource person: Ms. Pavithra Selvakumarasamy

Date: 28th June 2023

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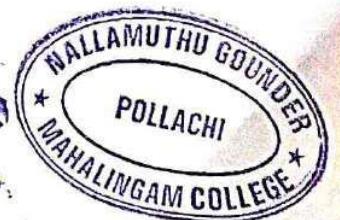
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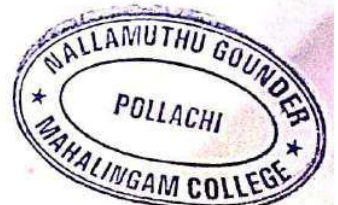
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