

DKM COLLEGE FOR WOMEN (AUTONOMOUS) VELLORE

DEPARTMENT OF MANAGEMENT STUDIES

ENTREPRENEURSHIP AWARENESS CAMP (EAC)

30th January to 1st February 2020

REPORT

“Never start a business just to make money. Start a business to make a difference”

Entrepreneurship is the most promising one in today's context. It is truly said that never be a job seeker but be a job giver. With this motive we at the **Department of Management Studies** had initiated a 3 day “**Entrepreneurship Awareness Camp**” from 30th January to 1st February in collaboration with VIT Vellore to bring a change in the young minds of our students so that they can start their own business after graduation. This programme was organised to make our students aware of various Entrepreneurship Ideas, Government Schemes of Assistance and Policy for Setting up small business venture and Network of support institutions and legal formalities to setting up enterprise.

Day one started with a introductory speech by Mr.RajeshKanna, EDP officer from VIT who organised this whole event. Later the session was started by eminent speaker Dr.JoeVasanth, Head R&D, IIT Madras Reasearch Park, Chennai. His speech was very interesting as he spoke about various schemes offered by the Central as well as State governments to promote entrepreneurship. His speech mainly focussed on the primary problems faced by the women entrepreneurs and he also gave suggestions to overcome those problems.He motivated students to overcome hurdles and to take up entrepreneurship in a positive way. He also urged students to undertake projects offered by the governments and make use of various schemes. He also spoke about various financial help offered by various banks and financial institutions particularly for budding women entrepreneurs. The session was very interesting as the speaker encouraged the students to take up entrepreneurship.



On 30th January the session was undertaken by Mrs. Anjitha, Financial Expert and Business Consultant who elaborately spoke about the benefits of entrepreneurship. She motivated students by conducting group discussions on entrepreneurship. She first encouraged students to know about each other by forming different groups among students and make them decide on what kind of entrepreneurship they should undertake. She encouraged students to form an imaginary firm of their own and explain it to other students. The students played various games like role play and quiz on general topics. This session motivated students and they responded in a positive way.



Third day of this camp started with a motivational speech again by Mrs. Anjitha. She encouraged students and gave valuable information on various financial assistance offered by banks and financial institutions. She also shared information on the money slabs for various business schemes offered by banks.



In the afternoon session students went to WORTH TRUST at Katpadi, Vellore on a industrial visit. Worth Trust is a fully self-sustained rehabilitation organisation. The production centres, which employ mostly persons with disabilities, enable them to generate a surplus, with which the entire cost of its technical training centre, school for speech and hearing impaired, early intervention centre for the speech and hearing impaired, day activity centre for mentally challenged children and outreach activities are met. Registered as charitable trust, WORTH Trust is functioning to help disabled persons.



Students were really motivated to see the production unit at WORTH TRUST and they learned lot about production unit. The three day session ended with a cheering sound from students who were determined to take up entrepreneurship after their studies.

Around 148 students benefitted from this Entrepreneurship Awareness Camp and this programme enabled students to learn more about Entrepreneurship. The students were awarded certificates from the Central Government.
