



**A.K.T MEMORIAL COLLEGE OF ENGINEERING AND TECHNOLOGY  
NEELAMANGALAM, KALLAKURICHI – 606202.**

(Affiliated to Anna University – Chennai, Approved by AICTE – New Delhi, ISO 9001:2005 Certified Institution)

**EVENT REPORT**

**ON**

**“MY STORY – MOTIVATIONAL SESSION BY SUCCESSFUL ENTREPRENEUR”**

|                        |  |                            |
|------------------------|--|----------------------------|
| Date & Time            | 03-11-2022, 10:00 AM to 4:00 PM        |                            |
| Venue                  | Auditorium – GF                        |                            |
| Theme                  | Uni-preneur - Start Early, Start Right |                            |
| Organized by           | Mr. S.Pradeep, Placement Officer       |                            |
| Resource Speaker       | Name                                   | Mr. Senthilkumar Kalaimani |
|                        | Designation                            | Technical Mentor, Bhumi    |
|                        | Address                                | Mayiladuthurai-609301.     |
|                        | Mobile No                              | 9840258064                 |
|                        | Mail id                                | akr_senthil@yahoo.com      |
| Number of Participants | Students                               | 250                        |
|                        | Faculty                                | 7                          |
|                        | Others                                 | 3                          |

The poster features the logos of A.K.T Memorial College of Engineering and Technology and Institution's Innovation Council at the top. Below the logos, the college name and address are listed. The event title 'MY STORY MOTIVATIONAL SESSION BY SUCCESSFUL ENTREPRENEUR' is written in bold red letters. The date 'DATE: 03-11-2022' and venue 'VENUE: AUDITORIUM' are listed in bold black letters. The resource person's name and title, 'RESOURCE PERSON Mr. Senthilkumar Kalaimani, MCA Technical Mentor - BHUMI.', are written in green bold letters at the bottom.

**Objective:**

To create awareness on entrepreneurship, innovation and leadership, among our students. It was intended to highlight the value of entrepreneurship, the role of innovation within society, and the role of the younger generation in making India an Innovation hub.

The following topics were covered in the Session:

- Journey of an Entrepreneur
- Introduction to the Start-up Ecosystem
- The decision – what is your hunger?
- The start - How do I build an amazing business?
- Needs of an Entrepreneur
- Ups and downs in a Start-up
- UNI-PRENEURS – Start early, Start right
- How do uni-preneurs emerge?
- Identifying business opportunities
- Survival in the business

**Outcome of the Event:**

The students gained knowledge and motivation on

- The Start-up ecosystem
- Challenges in the Start-up journey
- How to identify business opportunities
- The value of Entrepreneurship
- The role of innovation within society









**IIC PRESIDENT**