



## Sai Ram Engg conducts Entrepreneurship Development Programme

**College education should inculcate entrepreneurship skills**

Chennai, July 13: College education should inculcate the entrepreneurship skills through experiential way of learning. Principal Secretary Rajaram said at the Entrepreneurship Development Programme held at Sai Ram Engineering College.

Sri Sai Ram Engineering College organized Entrepreneurship Development Programme "Igniting Young Minds Towards Entrepreneurship" under the flagship of Sri Sai Ram Institute of Management Studies. Rajaram, Principal Secretary/Director, Entrepreneurship Institute inaugurated the programme in the presence of Dr.

Coimbatore, Pudukkotta and Gujara have taken so much of initiative and built entrepreneurship initiatives and helped to expand and diversified the business into various fields.

He also stated that, due to cultural inhibition people don't come forward to do the business. Social recognition and family perception on such people need to be changed in a positive manner. Indeed the entrepreneurs are the real heroes and super heroes who takes many roles in their business. As an employee one can play only one role, but the entrepreneur who assumes multiple roles as an entrepreneur.

for placement and for entrepreneurial skills. He added that college education should inculcate the entrepreneurship skills through experiential way of learning. Incubation centers, development of attitude towards risk tolerance and accepting the challenges to be nurtured through the interaction with successful entrepreneurs.

S. Sashikala, Assistant General Manager, Development and Marketing and Policy Planning, THC Lt., enlightened the gathering on various financial sources and financial assistance for entrepreneurs such as Funding Projects, Financing Schemes, Maximum Loan Amount

been invited to interact the students, she had an interaction session with students and she narrated how she started and how she struggled and succeeded in her attempts. She advised the students that they must have confidence and intense desire to become an entrepreneur and also stated that convert all problems into opportunities for embracing the success in life.

Pandian, MD, Kathir and Sudhir Automation Solutions, took over the session and enthralled the students with his inspiring speech and narrated his own success and failure stories to become an entrepreneur.