



# SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY**

(DEEMED TO BE UNIVERSITY)

Accredited with "A" Grade by NAAC

Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.

Phone: 044 - 2450 3150 / 51 / 52 / 54 / 55 Fax: 044 - 2450 2344

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## Entrepreneurship Development Cell

### List of Programmes Conducted during the year 2017-2018

S.No.	DATE	PROGRAMME	TITLE	No. of Students Benefited
1.	7 <sup>th</sup> March 2018	Women Empowerment Week Special Lecture Series	Dr. Kalpana Shankar, Managing Trustee of Hand in Hand India delivered a special lecture on social entrepreneurship	200
2.	8 <sup>th</sup> March 2018	Women Empowerment Week Special Lecture Series	Dr. Sree Vidya Venkatraman, Consultant Diabetologist - ACEER delivered a special lecture on Women's Health and Wellness	200
3.	9 <sup>th</sup> March 2018	Women Empowerment Week Special Lecture Series	Tmt. Jayanthi retired IAS Officer, Member SHRC Tamilnadu on Advancement of Women in Civil Services	200
4.	10 <sup>th</sup> March 2018	Women Empowerment Week Special Lecture Series	Dr. Sundaravalli, Tamil Orator on Societal Stereotyping of Women	200
5.	22 <sup>nd</sup> March 2018	1 Day MSME certificate course Programme	Digital Marketing	36
6.	16,17,19,20 & 21 March, 2018	5 Day MSME Certificate Course Programme	IOT & Automation	89
7.	16,17,19,20 & 21 March, 2018	5 Day MSME Certificate Course Programme	Six Sigma (Green Belt)	80
8.	16,17,19,20 & 21 March, 2018	5 Day MSME Certificate Course Programme	JAVA Programming	48
9.	5 <sup>th</sup> February 2018	Awareness Programme	Entrepreneurship Development Program	35
10.	31 <sup>st</sup> January 2018	One Day Workshop	Funding opportunities in the field of Biotechnology	35

11.	13 <sup>th</sup> October, 2017	Awareness Programme	Entrepreneurship Awareness Programme	171
12.	9 <sup>th</sup> October, 2017	One Day Workshop	Smart Manufacturing	484
13.	13 <sup>th</sup> & 14 <sup>th</sup> September, 2017	Two Day Training Programme	Entrepreneurship Skills and Business Development	131
14.	16 <sup>th</sup> , 17 <sup>th</sup> , Sept., 2017 & 7 <sup>th</sup> , 8 <sup>th</sup> Oct., 2017	4 Day MSME Certificate Course Programme	Internet of Things	47
15.	16 <sup>th</sup> , 17 <sup>th</sup> , Sept., 2017 & 7 <sup>th</sup> , 8 <sup>th</sup> Oct., 2017	4 Day MSME Certificate Course Programme	Artificial Intelligence	30
16.	16 <sup>th</sup> , 17 <sup>th</sup> , Sept., 2017 & 7 <sup>th</sup> , 8 <sup>th</sup> Oct., 2017	4 Day MSME Certificate Course Programme	Automation and Robotics	44
17.	11 <sup>th</sup> August, 2017	One Day Awareness Programme	Consumer Awareness	80
18.	5 <sup>th</sup> August 2017	Career Development Programme	Entrepreneurship as a career option	40
19.	14 <sup>th</sup> July, 2017	One Day Seminar	GST and Employment Opportunities	330



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## WOMEN EMPOWERMENT WEEK SPECIAL LECTURE SERIES

Title	Details	
Objective	To promote leadership and capacity building through special lectures	
Participants	200 students (women)	
Date	7 <sup>th</sup> to 10 <sup>th</sup> March 2018	
Outcome	1. Develop critical and reflective thinking abilities	
	2. Exhibit responsible decision making and personal accountability	
Program schedule	Date	Session
	Day I	Dr. Kalpana Shankar, Managing Trustee of Hand in Hand India, on Social Entrepreneurship
	Day II	Dr. Sree Vidya Venkatraman, Consultant Diabetologist - ACEER on Women's Health and Wellness
	Day III	Tmt. Jayanthi retired IAS Officer, Member SHRC Tamilnadu on Advancement of Women in Civil Services
	Day IV	Dr. Sundaravalli, Tamil Orator on Societal Stereotyping of Women



**Dr. Kalpana Shankar, Managing Trustee of Hand in Hand India, on Social Entrepreneurship**



**Dr. Sree Vidya Venkatraman, Consultant Diabetologist - ACEER on Women's Health and Wellness**



**Tmt. Jayanthi retired IAS Officer, Member SHRC Tamilnadu on Advancement of Women in Civil Services**



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## Report on One Day MSME Certificate Course Programme "Digital Marketing

held on 22<sup>nd</sup> March, 2018.

Date	Programme	Title	No. of students Benefited
22 <sup>nd</sup> March, 2018	One Day MSME Certificate Course Programme	Digital Marketing	36

One Day MSME Certificate Course Programme titled "**Digital Marketing**" organized by Entrepreneurship Development Cell, Sathyabama Institute of Science and Technology in association with **Micro Small and Medium Enterprises, Product, Process and Development, Ministry of MSME, Agra** for the students of our institute on 22<sup>nd</sup> March, 2018.



One Day MSME certification course programme - Digital Marketing on 22<sup>nd</sup> March 2018





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## Report on 5 Day MSME Certificate Course Programme "IOT & Automation , Six Sigma(Green Belt) &JAVA Programming held from 16,17,19,20 & 21 March,2018.

Date	Programme	Title	No. of students Benefited
16,17,19,20 & 21 March,2018	5 Day MSME Certificate Course Programme	IOT & Automation	89

5 Day MSME Certificate Course Programme titled "IOT & Automation , Six Sigma(Green Belt) &JAVA Programming" organized by Entrepreneurship Development Cell, Sathyabama Institute of Science and Technology in association with Micro Small and Medium Enterprises, Product, Process and Development, Ministry of MSME, Agra for the students of our institute on 16,17,19,20 & 21 March,2018.



5 Day MSME certification course programme - IOT & automation 16,17,19,20 & 21 March,2018



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## Report on 5 Day MSME Certificate Course Programme "IOT & Automation , Six Sigma(Green Belt) &JAVA

Programming held from 16,17,19,20 & 21 March,2018.

Date	Programme	Title	No. of students Benefited
16,17,19,20 & 21 March,2018	5 Day MSME Certificate Course Programme	Six Sigma(Green Belt)	80

5 Day MSME Certificate Course Programme titled "IOT & Automation , Six Sigma(Green Belt) &JAVA Programming" organized by Entrepreneurship Development Cell, Sathyabama Institute of Science and Technology in association with Micro Small and Medium Enterprises, Product, Process and Development, Ministry of MSME, Agra for the students of our institute on 16,17,19,20 & 21 March,2018.



5 Day MSME certification course programme - Six Sigma(Green Belt) 16,17,19,20 & 21 March,2018

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**Report on 5 Day MSME Certificate Course Programme "IOT & Automation , Six Sigma(Green Belt) &JAVA**

**Programming held from 16,17,19,20 & 21 March,2018.**

Date	Programme	Title	No. of students Benefited
16,17,19,20 & 21 March,2018	5 Day MSME Certificate Course Programme	JAVA Programming	48

5 Day MSME Certificate Course Programme titled "**JAVA Programming**" organized by Entrepreneurship Development Cell, Sathyabama Institute of Science and Technology in association with **Micro Small and Medium Enterprises, Product, Process and Development, Ministry of MSME, Agra** for the students of our institute on **16,17,19,20 & 21 March,2018.**



**5 Day MSME certification course programme - JAVA Programming 16,17,19,20 & 21 March,2018**





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## Report on One Day Awareness Programme, 13<sup>th</sup> October, 2017

Date	Programme	Title	No. of students Benefited
13 <sup>th</sup> October, 2017	One Day Awareness Programme	Entrepreneurship Awareness Programme	171

**Entrepreneurship Awareness Programme** was organized by Entrepreneurship Development Cell and Entrepreneurship Development Club for the students of Sathyabama on 13<sup>th</sup> October, 2017. The programme started with felicitation by Dr.R.Thamilselvan, ED Cell, Coordinator to the **Mr. Pradeep Kumar (Head of Ecosystem and Outreach at PayPal)** with shawl and memento. **session-I** of the programme titled **Startup Entrepreneurs-Challenges**. This session was handled by **Mr. Pradeep Kumar** He spoke on the need for choosing Entrepreneurship as the career and challenges they have to face in the entrepreneurship environment. His quoted examples are very realistic and highly motivated. **The session-II** of the programme titled "**Leading to Successful Life**". This session was handled **Mr. Raj Narayanan(Trainer/ Practitioner from IATD)** he spoke on the Leading to successful life in the new industrial environment after completing engineering with videos. It was very encouraging to the students. **The session-III** of the programme titled **Opportunities available to Startup Entrepreneurs**. This session was handled by **Mr. Akash Jain (Financial Consultant and former Leader PPFAS Mutual Fund )Chennai**. He spoke on the plenty of opportunities available to budding entrepreneurs and presented with videos. It was very encouraging to the student entrepreneurs.



**Entrepreneurship Awareness Programme, 13<sup>th</sup> October, 2017**



**Entrepreneurship Awareness Programme, 13<sup>th</sup> October, 2017**



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## Report on One Day MSME Workshop ON "Smart Manufacturing held 9<sup>th</sup> October, 2017"

Date	Programme	Title	No. of students Benefited
9 <sup>th</sup> October, 2017	One Day MSME Workshop	Smart Manufacturing	484

One Day MSME Workshop titled "**Smart Manufacturing**" organized by Entrepreneurship Development Cell, Sathyabama Institute of Science and Technology in association with **Micro Small and Medium Enterprises, Product, Process and Development, Ministry of MSME, Agra** for the students of our institute on 9<sup>th</sup> October, 2017. The programme started with felicitation by **Dr.T.Saipraba, Pro-Vice Chancellor**, Sathyabama Institute of Science and Technology to the **Mr. MARTIN STEVENS, CEO, IT IS 3D LTD, NANOGENTEC LTD, UK** and **Ms. TRUPTI PATEL, DIRECTOR, IT IS 3D LTD, UK, NANOGENTEC LTD, UK**

with shawl and memento.



**Smart Manufacturing held 9<sup>th</sup> October, 2017**





**Smart Manufacturing held 9<sup>th</sup> October, 2017**



**Smart Manufacturing held 9<sup>th</sup> October, 2017**



**Smart Manufacturing held 9<sup>th</sup> October, 2017**



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## Report on Entrepreneurship Skills and Business Development Programme dated 13<sup>th</sup> & 14<sup>th</sup> September, 2017

Date	Programme	Title	No. of students Benefited
13 <sup>th</sup> & 14 <sup>th</sup> September, 2017	Two Day Training Programme	Entrepreneurship Skills and Business Development	131

**Entrepreneurship Awareness Programme** was organized by Entrepreneurship Development Cell and Entrepreneurship Development Club for the students of Sathyabama Institute of Science and Technology, Chennai on 21/08/2018. The programme started with felicitation by Dr.R.Thamilselvan, ED Cell, Coordinator to the Chief Guest **Mr.S.P.Madhar Maideen, B.E, Founder Exito Training, Chennai** with shawl and memento. The welcome address by Dr.R.Thamilselvan, Coordinator, ED Cell, Sathyabama Institute of Science and Technology, Chennai **The session-I** of the programme titled **Entrepreneurs- Opportunities**. This session was handled by **Mr.S.P.Madhar Maideen** He spoke on the need for choosing Entrepreneurship as the career and challenges they have to face in the entrepreneurship environment. His quoted examples are very realistic and highly motivated. **The session-II** of the programme titled "Financial Assistance to Entrepreneurs", this session was handled by **Mr.Asim Mohammed, CEO of Fresh Cut & AAA Enterprises, Chennai**. he spoke on the financial assistance available and how to get it. It was very encouraging to the students. **Session-III** of the programme titled Export and Import Procedures to entrepreneurs This session was handled by **Mr.Nelsan M Sathya, MD, Buonlavoro Consulting Pvt., Chennai**. And **Mr.Rudhra Bhattacharya, Senior Sales Manager, Medtronic, Chennai**. They spoke on the plenty of opportunities available to budding entrepreneurs and presented with videos. It was very encouraging to the student entrepreneurs.





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**Entrepreneurship Skills and Business Development Programme dated 13<sup>th</sup> & 14<sup>th</sup> September, 2017**



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**Entrepreneurship Skills and Business Development Programme dated 13<sup>th</sup> & 14<sup>th</sup> September, 2017**



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**Entrepreneurship Skills and Business Development Programme dated 13<sup>th</sup> & 14<sup>th</sup> September, 2017**



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**Entrepreneurship Skills and Business Development Programme dated 13<sup>th</sup> & 14<sup>th</sup> September, 2017**



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**Report on 4 Day MSME Certificate Course Programme "Internet Of Things held from 16<sup>th</sup>, 17<sup>th</sup>, Sept., 2017 & 7<sup>th</sup>, 8<sup>th</sup> Oct., 2017.**

Date	Programme	Title	No. of students Benefited
16 <sup>th</sup> , 17 <sup>th</sup> , Sept., 2017 & 7 <sup>th</sup> , 8 <sup>th</sup> Oct., 2017	5 Day MSME Certificate Course Programme	IOT	47

4 Day MSME Certificate Course Programme titled "IOT & Automation " organized by Entrepreneurship Development Cell, Sathyabama Institute of Science and Technology in association with **Micro Small and Medium Enterprises, Product, Process and Development, Ministry of MSME, Agra** for the students of our institute on 16<sup>th</sup>, 17<sup>th</sup>, Sept., 2017 & 7<sup>th</sup>, 8<sup>th</sup> Oct., 2017.



**Course Programme "Internet Of Things held from 16<sup>th</sup>, 17<sup>th</sup>, Sept., 2017 & 7<sup>th</sup>, 8<sup>th</sup> Oct., 2017**





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**Report on 4 Day MSME Certificate Course Programme "Automation and Robotics held from 16<sup>th</sup> ,17<sup>th</sup> ,Sept., 2017 & 7<sup>th</sup> ,8<sup>th</sup> Oct., 2017.**

Date	Programme	Title	No. of students Benefited
16 <sup>th</sup> ,17 <sup>th</sup> ,Sept., 2017 & 7 <sup>th</sup> ,8 <sup>th</sup> Oct., 2017	5 Day MSME Certificate Course Programme	Automation and Robotics	44

4 Day MSME Certificate Course Programme titled "**IOT & Automation , Six Sigma(Green Belt) &JAVA Programming**" organized by Entrepreneurship Development Cell, Sathyabama Institute of Science and Technology in association with **Micro Small and Medium Enterprises, Product, Process and Development, Ministry of MSME, Agra** for the students of our institute on 16<sup>th</sup> ,17<sup>th</sup> ,Sept., 2017 & 7<sup>th</sup> ,8<sup>th</sup> Oct., 2017.



**Course Programme "Automation and Robotics held from 16<sup>th</sup> ,17<sup>th</sup> ,Sept., 2017 & 7<sup>th</sup> ,8<sup>th</sup> Oct., 2017**



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## Certificate Course Programme "Artificial Intelligence held from 16<sup>th</sup>, 17<sup>th</sup>, Sept., 2017 & 7<sup>th</sup>, 8<sup>th</sup> Oct., 2017.

Date	Programme	Title	No. of students Benefited
16 <sup>th</sup> , 17 <sup>th</sup> , Sept., 2017 & 7 <sup>th</sup> , 8 <sup>th</sup> Oct., 2017	5 Day MSME Certificate Course Programme	Artificial Intelligence	41

4 Day MSME Certificate Course Programme titled "IOT & Automation , Six Sigma(Green Belt) & JAVA Programming" organized by Entrepreneurship Development Cell, Sathyabama Institute of Science and Technology in association with Micro Small and Medium Enterprises, Product, Process and Development, Ministry of MSME, Agra for the students of our institute on 16<sup>th</sup>, 17<sup>th</sup>, Sept., 2017 & 7<sup>th</sup>, 8<sup>th</sup> Oct., 2017.



Course Programme "Artificial Intelligence held from 16<sup>th</sup>, 17<sup>th</sup>, Sept., 2017 & 7<sup>th</sup>, 8<sup>th</sup> Oct., 2017





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**"Entrepreneurship Development Program"**

**On**

**5<sup>th</sup> February 2018**

**Venue** : Training Hall, Col. Dr. Jeppiaar Research Park, Sathyabama  
Institute of Science and Technology

**Time** : 10:00 AM - 1.00 PM

In the auspicious presence and guidance of **TMT.**

**REMIBAI JEPPIAAR**

Chancellor

Sathyabama Institute of Science and Technology

**Dr. MARIAZEENA JOHNSON**

Pro-Chancellor

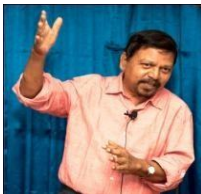
Sathyabama Institute of Science and  
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**Dr. MARIE JOHNSON**

Vice-President

Sathyabama Institute of Science and  
Technology

### **INVITED SPEAKERS**



**Mr. Shanmugasundaram Mentor and**  
Motivational Speaker

**Mrs. Nagalakshmi**  
CEO Swathy Garments -Chennai

**Beneficiaries: Students of Sathyabama Institute of Science and Technology**

**CONVENER**

**Mr. Karthick Sekar**  
Manager, TBI

**ORGANIZING SECRETARY**

**Dr. B. SHEELA RANI**  
Director (Research)

### Entrepreneurship Development Programme

#### Report on Entrepreneurship Development Programme

An **Entrepreneurship Development Programme** was organized by Sathyabama – TBI in association with NSTEDB – DST on 05.02.2018

The program started with the welcome address by **Mr.Karthick Sekar** Manager Technology Business Incubator, Sathyabama Institute of Science and Technology.

The First session of the program was handled by **Mr. Shanmugasundaram, Mentor, Motivational Speaker** on Mind mapping Techniques and the usage of mind mapping in day to day life. He also emphasized on the importance of Mind Mapping for the students and entrepreneurs.

**Mr. Shanmugasundaram** also involved the students in the practical usage of mind mapping techniques. Students participated in the practical session with full involvement.

The Second session of the program was handled by **Ms. Nagalakshmi CEO Swathy Garments**; she gave a thought provoking speech on the importance of entrepreneurship and qualities of entrepreneur and the need of entrepreneurship.

She also explained the importance of choosing Entrepreneurship as the career for women. She motivated the students to take up entrepreneurship. She shared the success story of Swathy Garments. Students are very much interested in knowing the success story.

The program ended with the photo session of the participants and the invited speakers.



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**"Funding Opportunities in the Field of Biotechnology"**

*On*

*31<sup>st</sup> January 2018*

**Venue** : Training Hall, Col. Dr. Jeppiaar Research Park, Sathyabama  
Institute of Science and Technology

**Time** : 2.30 PM

In the auspicious presence and guidance of **TMT.**

**REMIBAI JEPPIAAR**

Chancellor

Sathyabama Institute of Science and Technology

**Dr. MARIAZEENA JOHNSON**

Pro-Chancellor

Sathyabama Institute of Science and

Technology

**Dr. MARIE JOHNSON**

Vice-President

Sathyabama Institute of Science and

Technology



## SATHYABAMA – TECHNOLOGY BUSINESS INCUBATOR

### “A talk on Funding Opportunities in the field of Biotechnology for Entrepreneurs”

#### Report on a talk on “Funding Opportunities for Entrepreneurs”

A talk on “Funding Opportunities for Entrepreneurs” was organized by Sathyabama – TBI on 31.01.18. The Program Started with the Inaugural Address By **Dr.Ramjee Pallela**, Chief Manager, IKP Knowledge Park Hyderabad. He stressed on the importance of education and the opportunities that are available for the students to develop their career. Ramjee explained various schemes available for finding Biotechnology related Entrepreneurs. He stressed on the schemes that support Academic Entrepreneurs and general entrepreneurs. He wishes to extend his support in the preparation of the proposals for funding. Then the session went on with the questions from the students. **Dr.Ramjee Pallela** answered the questions of the students.





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With the blessings of Our Honourable Founder Chancellor

**Col. Dr. JEPPIAAR**

**TECHNOLOGY BUSINESS INCUBATOR**  
In Association with Thirdwave  
Overseas Education

Cordially invites you all for

**"Entrepreneurship as a Career Option"**

**Career Development Program On**

**5<sup>th</sup> August 2017**

**Venue** : Training Hall, Col. Dr. Jeppiaar Research Park,  
Sathyabama University

**Time** : 10:00 AM - 12.00 PM

In the auspicious presence and guidance of **TMT.**

**REMIBAI JEPPIAAR**

Chancellor Sathyabama  
University

**Dr. MARIAZEENA JOHNSON**  
Pro-Chancellor  
Sathyabama University

**Dr. MARIE JOHNSON**  
Vice-President  
Sathyabama University

## INVITED SPEAKERS



**Mr. Guilmault,**

Director, Department of  
International  
Development

INSEEC College  
Chambery Campus France



**SATHYABAMA UNIVERSITY – TECHNOLOGY BUSINESS  
INCUBATOR**

**“ENTREPRENEURSHIP AS A  
CAREER OPTION” CAREER  
DEVELOPMENT PROGRAM**

**Report on Career Development Program “Entrepreneurship as a  
Career Option”**

**Career Development Program “Entrepreneurship as a Career Option”** was organized by SU – TBI in association with Thirdwave Overseas Education on 05/08/2017. The Program Started with the Inaugural Address By **Mr. Guilmaut Michel**, Director Department of International Development, INSEEC, Chambéry Campus France. He stressed on the importance of education and the opportunities that are available for the students to develop their career. He also explained the courses that are offered in INSEEC campus and the importance of studying in abroad. Then the session went on with the questions from the students. Mr. Guilmaut answered the questions of the students. Mr. Karthick Sekar, Manager SU- TBI presented the Memento to the Chief Guest Mr. Guilmaut and **Mrs. Roopa** of Thirwave Overseas Education also presented a Memento to the Chief Guest.





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## Report on Consumer Awareness 11<sup>th</sup> August, 2017

Date	Programme	Title	No. of students Benefited
11 <sup>th</sup> August, 2017	One Day Awareness Programme	Consumer Awareness	80

**Consumer Awareness** was organized by Entrepreneurship Development Cell in association with Consumer Association of India, Chennai Chapter, for the students of Sathyabama on 11<sup>th</sup> August, 2017. The programme started with felicitation by Dr.R.Thamilselvan, ED Cell, Coordinator to the Chief Guest **Mrs.Nirmala Desikan, Chairman and Managing Trustee, CAI** and **G.Santhanarajan, Director, CAI** with shawl and memento. The welcome address by PVS.Manogna and vote of thanks by Kasyab Members of the ED Club, Sathyabama.



**Consumer Awareness 11<sup>th</sup> August, 2017**



**Consumer Awareness 11<sup>th</sup> August, 2017**





**Consumer Awareness 11<sup>th</sup> August, 2017**



# SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY**  
(DEEMED TO BE UNIVERSITY)

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## Report One Day Seminar on GST and Employment Opportunities dated on 14<sup>th</sup> July, 2017

Date	Programme	Title	No. of students Benefited
14 <sup>th</sup> July, 2017	One Day Seminar	GST and Employment Opportunities	330

The seminar was organized by Entrepreneurship Development Cell Sathyabama University for the students of Sathyabama University on 14/07/2017. The program started with felicitation by Dr.R.Thamilselvan, ED Cell, and Dr.Sivasubramanian, HOD, Department of Management Studies to the Chief Guest **Shri.P.Sakthivel, Joint Commissioner, Commercial Taxes, East Division, Chennai** with shawl and memento . **Shri.P.Sakthivel**, Joint Commissioner, Commercial Taxes, East Division, Chennai, Inaugurated the seminar and the Joint Commissioner narrated in his inaugural address tax systems in India and differentiated Direct and Indirect Taxes with importance of the same. He also explained the Evolution of GST and how the GST will be simple compared to pre -GST multiple Taxes in the Country. **Dr.Ashok** M.Com, ACA,FCMA, Ph.D., Practicing Cost and Management Accountant, Central Council Member of Institute of Cost Accountants of India(ICAI), Chairman CAT and AAT courses of ICAI, was the Speaker for FN session. He explained the significance and need for GST in India comparing the Global Economic Scenario. The GST regime will keep the country for FDIs and economic growth paving way for more employment





**GST and Employment Opportunities dated on 14<sup>th</sup> July, 2017**



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