

**A TWO DAY NATIONAL WORKSHOP
ON
“EMERGING TRENDS IN STARTUPS-
ISSUES AND OPPORTUNITIES”
19th & 20th September 2024**

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**For Further Details Please Contact
Dr.V.Pattammal - 9751896311
Dr.R.Kamala Jayanthi - 6382113704**

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**SENGAMALA THAYAAR EDUCATIONAL TRUST
WOMEN'S COLLEGE (AUTONOMOUS)**

Silver Jubilee Institution

(Affiliated to Bharathidasan University)
(Accredited by NAAC / An ISO 9001:2015 Certified Institution)
(Ranked 3rd band in NIRF 2024)
Sundarakkottai, Mannargudi- 614016. Thiruvavur(Dt), Tamilnadu, South India.

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“Arise Awake and Stop Not
Till The Goal is Reached”

**A TWO DAY NATIONAL WORKSHOP
ON
EMERGING TRENDS IN STARTUPS -
ISSUES AND OPPORTUNITIES**

**Venue: Conference Hall
(Vivekanandham Block)**

Dates: 19.9.24 & 20.9.24 Time: 10 a.m.



Organized by

**Department of Business Administration
&
Department of Economics
in association with IQAC**

ABOUT THE INSTITUTION

Sengamala Thayaar Educational Trust Women's College was established in the year 1994 by the visionary and philanthropist Thirumathi Krishnaveni Vivekanandam at the time when there was no higher educational institution exclusively for women for a radius of about 40 km in Thiruvarur District. She in turn entrusted the task of nurturing the Institution to her illustrious son Dr.V.Dhivaharan whose educational ideas are an institution is a humanly devised structure of rules and norms that shape and constrain social behavior. Now our Institution offers 16 UG Programmes, 13 PG Programmes, 4 Ph.D Programmes and Post Diploma Programmes. Sengamala Thayaar Educational Trust Women's college is reorganized as one of the foremost Educational Institution in India, Affiliated to Bharathidasan University, Tiruchirappalli It has been Accredited by NACC and also with Autonomous status from the 2020. The Government sanctioned NCC (SW) unit for our college through FSFS scheme and 8TN (Bn) Kumbakonam army wing approved three platoons and also 160 cadets. IQAC takes care of ensure quality infrastructure and teaching learning processes to enrich the quality education.

ABOUT THE BUSINESS ADMINISTRATION DEPARTMENT

The Department of Business Administration was started in the year 1994 with an objective of promoting higher education to rural women. The main focus of the Department is to enrich the knowledge in Managerial and Leadership Skills, Entrepreneurial Skills, Creativity and Decision Skills through effective teaching and learning processes and practical training including Case Analysis, Personality Development, Group Discussion, Conferences and Industrial Visit. The Department has so far produced 2012 graduates and they are well placed in different organizations in our country and abroad. 82 University Ranks in UG with 100 percentage results in all years.

Bachelor and Master Degree in Business Administration is duly approved by the AICTE, New Delhi is also enable the students to pursue the higher education

ABOUT THE DEPARTMENT OF ECONOMICS

Department of Economics was established in 1994. Our Department offers BA and MA Programmes. The Department has Produced 1097 UG Graduates and 217 Post Graduates. 193 University Ranks in UG with 9 First Ranks and 151 University Ranks in PG with 15 First Ranks. The Students are trained to prepare to become well equipped economists and planners who can tackle new emerging imperatives in economics and developing quantitative analytical skills

ABOUT THE WORKSHOP

Over the recent years start ups have become the flavor of season in Indian markets due to its tremendous population which provides large potentiality of job markets in India towards job creation and promoting entrepreneurship in India. Increasing competition is one among the various factors that has led to the rise of self employment consciousness among the young generation in India. The work shop entitled "Emerging Trends in Startups-Issues and Opportunities" is organized with the objectives of creating a platform to discuss the various opportunities of start ups in India.

RESOURCE PERSONS

Date	Resource person	Topic
19.9.2024	Dr.K.Venkatalakshmi Assistant Professor, PG Department of Commerce in KLE Society's, S.Nijalingappa College,Bengaluru .	Historical and Conceptual back ground of Start ups
	Dr.V.Sivasankar Associate Professor in Economics, Central University, Pondicherry.	Start up India - Assistance and Achievements
20.9.2024	Dr. K.Punitha Assistant Professor in Commerce, SRM Institute of Science and Technology, Chennai	Women in Startups in India
	Mr.RG.Nawin Krishna Founder Startuppayanam Entrepreneur Community Investor -Kongu Angel & Capital Investment,Coimbalore	Opportunities for Youth in the Start- Up Ecosystem
	Dr.C.Paramasivan Associate Professor in Commerce, Thanthai Periyar Govt. Arts and Science College, Trichy	Legal and ethical issues in Startups

ADVISORY COMMITTEE

Dr.K.Thiyagesan
Emeritus Professor,
Academic Advisor,
S.T.E.T Women's College (A), Mannargudi

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Bharathidasan University, Tiruchirappalli

Dr. K.Damodaran
Associate Professor in Economics
Central University, Thiruvarur.

Dr.K.Sujatha
Professor in Business Administration
Annamalai University, Chidambaram

PARTICIPANTS

Students, Research Scholars, Faculty Members, and others are invited to participate in the workshop.

REGISTRATION FEE

Students/Research Scholars/Faculties/Others Rs.300/-

This includes registration kit, lunch and tea.

DATES TO REMEMBER

Last date for registration : 17.09.2024

ONLINE PAYMENT: NET BANKING

A/C Name : STET(W) College
Bank Name : State Bank of India,
Branch : Paravakkottai
Account Number : 32539855708
IFSC : SBIN0007544

No DA/TA would be provided to the participants