

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
RAMAPURAM, CHENNAI-600089.TN. INDIA.
COLLEGE OF MANAGEMENT
Department of Management Studies
Event Report(2018-2019)
Entrepreneur Development

MY ENTREPRENEURIAL JOURNEY -SERIES

Club/Chapter Name: ED Club Program

Event Title: ART OF ENTREPRENEURSHIP

Date: 1/10/2018

Time: 10.00 A.M to 12 PM

Venue: Central Library AV Hall

No. of Participants: 75

Weblink :

https://docs.google.com/document/d/1ohanm_cQkT31uWOxSTptIL888hftg5uS/edit?usp=share_link&oid=105564097128598603005&rtpof=true&sd=true

Description of the Event/Objective:

The program started with a prayer song.

Mr. Sastharam Ravendhran, interacted with the students of ED Cell about the “Art of Entrepreneurship” and his experience throughout the sail of success and failures.

The speaker started off with the notion of “Your Art is Your Business “

He threw lights on, aspect of entrepreneurship as Artists, like entrepreneurs, have a product or idea to sell, and they need to get out into the marketplace. In order to do this, artists need (at the very least) basic business skills and a willingness to approach selling art as any entrepreneur would.

He Continued his speech by stating, If you’re serious about building a sustainable art career, there are definitive steps you need to take to build and maintain your business.

Your idea or your approach to your work is ultimately what you will be putting out in the market. By determining what it is you do, how you do it, and the content, subjects, and form/media, you will be defining your signature style. Once you have developed a style, you can then present it seamlessly to your audience. By defining your brand or style, you are unwittingly determining your audience.

Also, the speaker highlighted, for example, that buyers will be different at local art fairs than at trade shows or galleries. By identifying your audience early, and re-evaluating often, you'll be better able to keep up with demand, price your work, and know where to spend your precious time selling (and more importantly where to avoid).

Also he gave insights on many aspects of entrepreneurship. The session ended with question and answers with full energetic way of interaction

At last the session ended with a vote of thanks given by the student coordinator.

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RAMAPURAM CAMPUS
COLLEGE OF MANAGEMENT

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ART OF ENTREPRENEURSHIP

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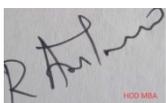
Student List:

S.No	Reg.No	Name
1	RA165200102000 1	Shibu . B
2	RA165200102000 2	K.Lakshmanan
3	RA165200102000 3	Deepika.G
4	RA165200102000 4	Archana.S
5	RA165200102000 5	Sasi Kumar.K
6	RA165200102000 6	Vishnu Vardhan S

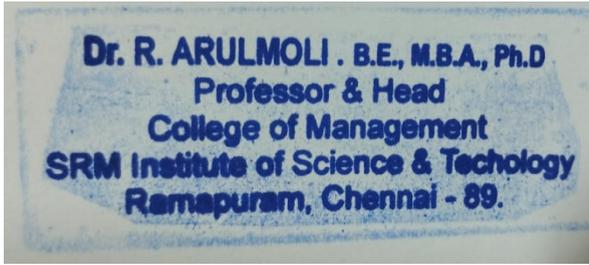
7	RA165200102000 7	Mithun Muralidharan
8	RA165200102000 8	B.Anusha
9	RA165200102000 9	Vipinlal.C
10	RA165200102001 0	Pm. Divya
11	RA165200102001 1	V.Udaya Kumar
12	RA165200102001 2	P.M.Sarikaa
13	RA165200102001 3	S.K.Abbinaya
14	RA165200102001 4	G.Yeshwanth
15	RA165200102001 5	Prashanthi Prabakar
16	RA165200102001 6	Mano.S
17	RA165200102001 7	K Uma Mahesh
18	RA165200102001 8	Priyanka Pandey
19	RA165200102001 9	Lingesh.R
20	RA165200102002 0	Anusha.S
21	RA165200102002 1	Manojkumar M
22	RA165200102002 2	Aiyshwariya.V
23	RA165200102002 3	Dhivya Mangalam
24	RA165200102002 4	Srinath K
25	RA165200102002 5	Kishore Rajasekar
26	RA165200102002 6	K.Karthikeyan
27	RA165200102002 7	Renu Kanth N
28	RA165200102002 8	Vishal .B
29	RA165200102002 9	Para Chandana Priya
30	RA165200102003 0	Prince Alphonse .S

31	RA165200102003 1	Manju Backiam.M
32	RA165200102003 2	S.S.Vandhana
33	RA165200102003 3	Prakash D
34	RA165200102003 4	Santosh Kumar.G
35	RA165200102003 5	Athul C Thankachan
36	RA165200102003 6	Kamala Kannan C
37	RA165200102003 7	James J
38	RA165200102003 8	Manikandan N
39	RA165200102003 9	S.Siddharth
40	RA165200102004 0	Reshma.M
41	RA165200102004 1	Shalini.K
42	RA165200102004 2	Aarthi.V
43	RA165200102004 4	Arvind.S
44	RA165200102004 5	Narayanan J
45	RA165200102004 6	C.Archana
46	RA165200102004 7	S. Hariram
47	RA165200102004 8	D.Suvedha
48	RA165200102005 1	R. Abishack
49	RA165200102005 2	N.Lavanya
50	RA165200102005 3	Sabariga.J
51	RA165200102005 4	M.S. Sasi Kumar
52	RA165200102005 5	Viswanath.Vp
53	RA165200102005 6	S. Ashok
54	RA165200102005 7	T.Madhivanan

55	RA165200102005 8	R. Meenakshi Supraja
56	RA165200102005 9	I. Rex Infant Raj
57	RA165200102006 0	S.Antony Ketan Peter
58	RA165200102006 1	K. Thushara
59	RA165200102006 2	V. Vasanth Edward
60	RA165200102006 3	Deepak John Abraham
61	RA165200102006 4	A.S. Lijak Benzar Ahamed
62	RA165200102006 5	R.Dhivyaa
63	RA165200102006 6	Akv. Rajathee
64	RA165200102006 7	M.Arun Prakash
65	RA165200102006 8	R. Aaniemerson
66	RA165200102006 9	N. Mahizhan
67	RA165200102007 0	S. Vasanthakumar
68	RA165200102007 1	R. Moutheeswar
69	RA165200102007 2	Roshan Srivatsa.S
70	RA165200102007 3	M. Vigneswaran
71	RA165200102007 4	R. Deepan Raj
72	RA165200102007 5	T.K. Saru
73	RA165200102007 6	T. Saran
74	RA165200102007 7	Upendra Sai.Ej
75	RA165200102007 8	Vigneshwaran



R. Antony
HOD MBA



Faculty coordinators: Dr.P.Jyothi

Chief guest (Name):

Mr. Sastharam Ravendhran

Photograph:



Certificate



COLLEGE OF MANAGEMENT

Certificate of Participation

This is to certify that Mr. /Ms.

LAKSHMANAN K

has participated

in **MY ENTREPRENEURIAL JOURNEY: SERIES "Art of Entrepreneurship"**, organized by College of Management,

SRM Institute of Science and Technology, Ramapuram Campus, conducted on 01 Oct 2018.


Dr. R. Arulmoli
HOD / MBA


Dr. C. Sundar
DEAN