

# SREEPATHY INSTITUTE OF MANAGEMENT AND TECHNOLOGY (SIMAT)

Vavanoor, Palakkad - 679 533



## Innovation & Entrepreneurship Development Cell



SIMAT/IEDC/2020/142

05/03/2020

### Industrial Motivation Campaign For Youth

Industrial Motivation Campaign for Youth was organized by MSME - Development Institute Thrissur, Sreepathy Institute of management and technology, Vavanoor, Palakkad and Sadasiva Madhava Seva Trust, Palakkad on March 4 and 5, 2021. The programme was conducted in association with IEDC & ASDC. The inaugural event was conducted at 10.00 AM in the Seminar hall. Smt. Rekha Kuttappan (Investigator, MSME-DI, Thrissur) delivered the welcome address, Shri. G.S Prakash (Joint Director & HOD, MSME-DI, Thrissur) and Dr. S.P Subramanian (Principal SIMAT) inaugurated the programme. Mr. Prateesh (IEO, District Industries Centre, Palakkad) & Mr. Sebin Sunny P (IEDC Coordinator SIMAT ) felicitated the event. Mr. K Peethambaran (Sadasiva Madhava Seva Trust) delivered the vote of thanks.

The first session of the Motivation Campaign commenced at 10.30 AM. The technical session regarding the topic “Entrepreneurs road to success- An Entrepreneurial Journey” was handled by Mr. M Jayakumar (Managing Director) & M/s. Sowparnika (Thermistor, Kolazhy, Thrissur). The morning session focused on achieving a professional certification in Google Cloud Programme. 64 external and 4 internal participants attended in the morning session which concluded at 1.00 PM.

The second session commenced at 2.00 PM and focussed on District Industries Center Formalities, licensing procedures. The session was handled by Mr. Prateesh (IEO, District Industries Centre, Palakkad). 64 external and 4 internal participants attended the afternoon session which concluded at 4.00PM.

The day 2 started with a talk regarding “Banking Formalities and Schemes Offered by Banks to MSME sector” by Shri. Ramachandran V. R (Rtd. AGM Canara Bank, Financial Literacy Counselor, Thrissur District) at 10.00 AM. 64 external and 4 internal participants attended in the morning session which concluded at 1.00 PM. Session 2 commenced at 2.00 PM and focused on “How to select Business Ideas and Form of Organization? ”. The session was handled by Shri. Jayan K (Company Secretary). Open forum, feedback session commenced at 3.30 PM. That was handled by MSME- DI, DIC and Bank officials.



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