

Entrepreneurship Cell launched at SDM-IMD

Dr. B.R. Pai, CMD, VWF Industries, advised the students to gain experience, understand financial dimensions well, convert adversity into opportunity and look for harnessing power within oneself.

He called upon students to understand the needs of consumers and be prepared to meet thousands of opportunities that come across.

NEN representative Chaitali highlighted the collaboration envisaged between SDM-IMD's Entrepreneurship Cell and NEN and added that NEN resource persons would be available for

mentoring students in identifying and refining potential business opportunities.

Dr. H. Gayathri, Deputy Director, SDM-IMD, launched the logo and the Facebook page of Swayam.

Dr. M. R. Suresh, Professor of Marketing, SDM-IMD, spoke about Swayam and said that a series of activities such as Business Plan competitions for students, interaction with venture capitalists and other programmes have been planned.

Entrepreneurship events will be held at SDM-IMD in Dec. 2013 and Feb. 2014.



NEN representative Chaitali is seen lighting the lamp at the launch of Swayam - Entrepreneurship Cell of SDM-IMD in city recently as Dr. B. R. Pai, CMD, VWF Industries, Dr. H. Gayathri, Deputy Director, SDM-IMD, Dr. M. R. Suresh, Professor (Marketing), SDM-IMD and others look on.