

## Entrepreneurship cell inaugurated

Staff Correspondent

**MYSORE:** The Sri Dharmasthala Manjunatheshwara Institute for Management Development inaugurated Swayam, an entrepreneurship cell, here recently.

The SDM-IMD has signed an MoU with the National Entrepreneurship Network (NEN), a professional body in the area of entrepreneurship development and entrepreneurship education, a release said.

B.R. Pai, CMD, VWF Industries, while sharing his experience of setting up a manufacturing firm in Mysore, advised students to gain experience, understand financial dimensions, convert adversity into opportunity and harness the power within themselves. NEN representative Chaitali highlighted the collaboration envisaged between the entrepreneurship cell and NEN. She added that NEN resource persons would be available to mentor students while identifying and refining potential business opportunities.

H. Gayathri, deputy director, SDM-IMD, unveiled the logo and Facebook page of Swayam and promised full support for the initiative.

M.R. Suresh, professor (Marketing), SDM-IMD, said it took two years to give shape to Swayam.