



**VINAYAKA MISSION'S
RESEARCH FOUNDATION**
(Deemed to be University under section 3 of the UGC Act 1956)



**VINAYAKA MISSION'S
KIRUPANANDA VARIYAR
ENGINEERING COLLEGE**

VINAYAKA MISSION'S KIRUPANANDA VARIYAR ENGINEERING COLLEGE, SALEM
(A Constituent College of Vinayaka Missions Research Foundation, Deemed to be University, Salem)
(NAAC Accredited and AICTE Approved)
NH-47, Sankari Main Road, Periya Seeragapadi, Salem – 636 308

Date: 16.07.2021

One day training program on “RURAL ENTREPRENEURSHIP DEVELOPMENT PROGRAM

Tamilnadu Rural Transformation Project (TRTP), Salem District, Government of Tamilnadu and ISR & EDC of Vinayaka Mission's Kirupananda Variyar Engineering College, Salem a Constituent College of Vinayaka Mission's Research Foundation Deemed to be University organized a one day training program on “Rural Entrepreneurship Development Program on 16th July 2021 at 11.00 A.M. in the BOSCH Training Centre, with 30 rural entrepreneur participants those who were identified by the TRTP project executives and Selfhelp group people from the villages of Veerapandi and Seeragapadi.

Prof. Dr. P.Selvam, HOD/EEE had welcomed the District Executive Officer/TRTP, Officials from TRTP, Principal, Resource Person and the participants. The program was inaugurated by lighting of Kuthuvillaku by the invited guests, Prof. Dr. R.Sasikumar, Principal, highlighted the various schemes of the Central and State government available for the rural entrepreneurs and insisted that at least 50% of the total participants should start up their business successful. Thiru. A.Philips Ilayaraja, District Executive Officer/TRTP, TN Govt, has briefed about the various rural entrepreneurship schemes available, the details of the subsidy provided and informed to the participant that the TRTP are coordinating with the rural entrepreneurs to avail financial assistance from the nationalized banks. Thiru. M.Vinoth, Executive Officer/TRTP briefed about the various steps taken by the TRTP Project Executives in identifying the rural entrepreneurs. Training was given in the topics as Rural enterprise promotion – introduction, production, market segment & practices, value chain & competitors, Business Plan Preparation, Value addition on farm and non farm products, Approach for Bank/Financial linkage, Market Trend/Tie-up, Branding Promotion, Legal Entity, Social Media Intervention in Business, Government Schemes, Project report – practical, business plan format, how to fill up by Expert Professors of the college from various departments.

Certificates were distributed to all the Participants. The session ended at 6.30 PM with thanks giving to resource persons, participants, organisers and all supporting staff by Thiru. M.Vinoth,

Executive Officer/TRTP. The rural entrepreneurship training program was organized by Dr. N.Rajan, HOD/Mech and Dr. P.Selvam, HOD/EEE & NSS Program Coordinator of VMRFDU.



Mechanical Block, Chinnasiragapadi, Tamil Nadu 636308, India

Latitude
11.576756089925766°

Longitude
78.04793723858893°

Local 11:04:47 AM
GMT 05:34:47 AM

Altitude 204 meters
Friday, 16-07-2021

Lighting of Kuthuvillaku by Thiru. A.Philips Ilayaraja, District Executive Officer/TRTP, TN Govt and Prof. Dr. R.Sasikumar, Principal, VMKV Engineering College



Main Block, Vinayaka Mission's Kirupananda Variyar Engineering College, NH 544 Service Rd, Chinnasiragapadi, Tamil Nadu 636308, India

Latitude
11.5787263°

Longitude
78.0500365°

Local 11:08:55 AM
GMT 05:38:55 AM

Altitude 0 meters
Friday, 16-07-2021

Prof. Dr. R.Sasikumar, Principal, VMKV Engineering College delivering the Presidential address