

**MOE'S INNOVATION CELL**  
**INSTITUTION'S INNOVATION COUNCIL**

**KONGU ENGINEERING COLLEGE**  
**MY STORY – BY A BUSINESSMAN**

**OVERVIEW**

**Objective:**

The objective of the session is to motivate young minds to develop their own business.

**Benefit in terms of learning/Skill/Knowledge obtained:**

- Sustainability & Ethical Business - Struggles faced during the beginning stage - Second generation entrepreneur - How to find a problem and solution

**Academic Year:**

2021-22

**Program driven by:**

Self-driven Activity

**Month:**

November

**Program /Activity Name:**

My story – By a Businessman

**Program Type:**

Motivation Speech

**Other:**

NA

**Program Theme:**

Entrepreneurship

**Other:**

NA

**Date & Duration (Days):**

11/09/2021-11/09/2021-0

**External Participants, If any:**

null

<b>Student Participants:</b>	<b>Faculty Participants:</b>
164	10
<b>Expenditure Amount, If any:</b>	<b>Remark:</b>
1000	NA
<b>ATTACHMENTS</b>	
<b>Video:</b>	NA
<b>Photograph1:</b>	
<b>Photograph2:</b>	/uploads/institutes/monthlyReport/Photograph2/7814-IC201810191.jpg
<b>Session plan, If any:</b>	<a href="https://api.mic.gov.in/uploads/institutes/monthlyReport/report/3414-IC201810191.pdf">https://api.mic.gov.in/uploads/institutes/monthlyReport/report/3414-IC201810191.pdf</a>
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