**** KONGUNADU ARTS AND SCIENCE COLLEGE**

Re-accredited by NAAC with ‘A+’ Grade(4th Cycle)

*(Autonomous)*

*College of Excellence (UGC)*

***COIMBATORE - 641 029***

***DEPARTMENT OF BUSINESS ADMINISTRATION [CA]***

**A SPECIAL TALK ON ROLE OF INCUBATORS IN ACADEMIC INSTITUTIONS IN IGNITING INNOVATION AND ENTREPRENEURSHIP” 28/08/2023**

KASC – Institution’s Innovation Council (KASC – IIC) and the Department of BBA CA has Organised a special talk on “The Role of Incubators in Academic Institutions in Igniting Innovation and Entrepreneurship” on 28/08/2023 from 9.30 am to 11.00 am through google meet <https://meet.google.com/gpx-bxjs-pgb>.

The Chief Guest for the event was Dr.A.P.Aruna, Chief Executive Officer, Periyar Technology Business Incubators (PTBI), Periyar Maniammai Institute of Science and Technology, Vallam, Thanjavur, Tamilnadu.

The session started with the welcome address by Jemima Elizabeth of II BBA CA, followed by the guest introduction .

Later the session was taken over by the guest Dr.A.P.Aruna, She spoke about the need for innovation, the dimensions and fields, the rapid changes in social and economic trends, and its applications. Dr.Aruna, has pointed out the fast -growing technology sector and its impact on start ups. The need for a business plan, the steps in preparation of the business plan. The stages for development of product and process. The Session was very informative; she also highlighted the role of MSME in entrepreneurship development.

The session was very interactive finally; there was a discussion with the students regarding their ideas on startups. The session ended with a vote of thanks by Jemima Eliuzabeth of II BBA CA.







