

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Re-accredited by NAAC with A+ Grade - 4th cycle,

College of Excellence - UGC

29th Rank among Colleges in NIRF 2023

Coimbatore - 641 029, Tamil Nadu, India

National Start – up Conclave Report 2023

National Start-up Conclave was organized by the Department of Commerce with Information Technology and KASC – Institution Innovation Council (KASC – IIC) in collaboration with Women Business Network (WBN), Coimbatore on September 8th, 2023. The program is designed to enable the students to get a clear insight into the life-cycle of the Start-up. The program includes expert talks with Innovators and Founders, Brand launch, Idea Pitching and Grant release, awards and rewards and exhibitions and stalls.

Dr. B Divya Priya, Associate Professor and Head, Department of Commerce with Information Technology welcomed the gathering. **Dr. M Lekshmanaswamy**, Principal presided over the program. He addressed on the start-up scenario in India. **Dr. R Saravamoorthi**, Academic Co-ordinator offered felicitations.

Mr. Naveen Manickam, Founder – Women's Business Network (WBN), in his inaugural address, emphasized the key themes of the start-up conclave and stressed on the importance of innovation and creativity and essential skills and knowledge required for entrepreneurship.

Ms. Gayathri, Founder and CEO, **HerboQueen Enterprises** highlighted government role in upbringing the start-ups. She added each problem provides a unique opportunity for start-ups to solve some societal-issues, and thereby create a business around it. **Rtn. Vichitra Senthilkumar**, Core Committee member, ESRAG motivated the students on various start-up opportunities and entrepreneurship. **Mrs. B Siva Poonguzhali**, Founder – Poo Viruksham Company highlighted how a passion can be converted into business. Young entrepreneur is the one who finds new ways to do business better. They are the type of person who identifies and pursues opportunities without allowing risks to become barriers, she added. **Mr. Rajkumar**, Founder – UCFER gave an insights on the importance of digital marketing for start-up. **Dr. Surekha**, Founder - **Womens Health Care** highlighted on the qualities of an entrepreneur to lead people of their business. **Ms. Santi Gomathi**, Founder – **KITE** highlighted entrepreneurial opportunity available at overseas market.

Kongunadu Arts and Science College (Autonomous), Coimbatore was honoured as the Pride of Coimbatore by Women's Business Network (WBN).

9+ Students pitched their ideas and one idea presented by Mr. P Vijayanand on civil tech catch-up the attention of the investor, Mr. Raj Kumar, Founder – UCFER and grant was released. 3 founders launched their product and brand. 15+ Students exhibited their products through stalls.

20 entrepreneurs, 10 studentpreneurs, 22 faculty members and 500 students were the beneficiary of the Start-up Conclave. At the end, Dr. Sudha, Assistant Professor, Department of Commerce with Information Technology gave the thank note.

Distinguished Speaker with Student Entrepreneurs



Mrs. Padma, Motivational Speaker with Student Entrepreneurs

Speakers on Dias



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Product and Brand Launch



Students EXPO





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Mrs. B Siva Poonguzhali, Founder – Poo Viruksham Company highlighted how a passion can be converted into business.



Exclusive Session on From Idea to Grant with Mrs. Gayathri, Founder – HerboQueens Enterprises

Students Idea Pitching

