



KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

COIMBATORE-29.



DEPARTMENT OF COMMERCE WITH INFORMATION TECHNOLOGY

- Name of the Programme :** As a part of Celebration of National Startup Day
Topic : “A workshop on Road Map to Business Startup”
Resource Person : Mr.A.Arun Jesuraj, Co – Founder , Managing Director, SFW Technologies India Pvt Ltd
Date : 10-02-2026
Venue : SISTER NIVEDITHA HALL
No. of Beneficiaries : 180

Department of Commerce with Information Technology along with KASC-IIC, organized A workshop on Road Map to Business Startup on 10th February 2026 at Sister Niveditha Hall. The session was facilitated by Mr.A.Arun Jesuraj, Co – Founder , Managing Director, SFW Technologies has designed to guide aspiring entrepreneurs through the essential steps of transforming an idea into a successful business venture. In today’s competitive and innovation-driven economy, starting a business requires more than just a good idea — it demands planning, strategy, market understanding, financial awareness, and strong execution skills. This workshop aims to provide participants with a clear and practical roadmap to navigate the entrepreneurial journey with confidence. The session begins with helping participants identify and refine business ideas based on market needs and personal strengths. It emphasizes the importance of problem-solving, innovation, and value creation. Participants learn how to validate their ideas through basic market research, competitor analysis, and customer feedback to ensure real demand before investing time and resources. The workshop further covers key aspects of business planning, including defining a business model, preparing a business plan, and setting short-term and long-term goals. Special focus is given to understanding legal requirements, business registration processes, licenses, and compliance norms. The importance of networking, mentorship, and continuous learning is also highlighted to support sustainable growth.

OUTCOME OF THE PROGRAM:

- To provide a step-by-step roadmap for starting a business.
- To learn about various funding sources such as bootstrapping and government schemes.
- To highlighted the importance of business registration, compliance and IPR.
- To developed insights into essential entrepreneurial skills such as leadership and networking.



KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)
Re-Accredited by NAAC with 'A+' Grade (4 th Cycle)
College of Excellence (UGC)
Coimbatore -641029, Tamil Nadu, India.



**DEPARTMENT OF COMMERCE WITH INFORMATION TECHNOLOGY
IN COLLABORATION WITH**

KASC - INSTITUTION'S INNOVATION COUNCIL

Organises

**A Workshop on Roadmap for Business Startup
As a Part of Celebration of
National Startup Day**

RESOURCE PERSON

Mr. A. ARUN JESURAJ
CHAIRMAN & DIRECTOR
PINNACLE TECHNOLOGIES
COIMBATORE.



Dr.T.KUMAR
CO-ORDINATOR
COMMERCE STREAM

Dr.V.SANGEETHA
PRINCIPAL

Dr.C.A.VASUKI
SECRETARY & DIRECTOR

Dr.G.DHANDAPANI
IIC - PRESIDENT

Dr.K.SAMINATHAN
IIC - VICE PRESIDENT

Dr.B.DIVYAPRIYA
KASC - IIC COVENOR

DR.A.REVATHY
ASSISTANT PROFESSOR & HOD I/C

Organising Secretary
Dr.R.Suresh
Assistant Professor
Dept of Commerce IT

Organising Members
Dr.R.Maharajothi Priya, Associate Professor
Mrs.M.Princess Monica Victoria, Assistant Professor
Dept of Commerce IT

DATE: 10-02-2026

TIME: 10.30 AM

VENUE: SISTER NIVEDITHA HALL

ALL ARE CORDIALLY INVITED



SIGNATURE OF THE HOD i/C

**Dr.A.REVATHY M.Com.,M.Phil.,MBA.,PGDCA.,Ph.D.,
Assistant Professor And Head
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