

The Department of Business Administration conducted a Guest lecture on Early-Stage Entrepreneurs (SDG 12). The lecture was delivered by Mr. Gunasekaran Muthuswamy, Director of Matha Educational Trust and Mr. Jagadesh Kumar Poongavanam, District Manager of CSC e-Governance

💡 Highlights:

- Government initiatives like Startup India Initiative & Stand-Up India Scheme
- Importance of e-Sevai services for financial aid and risk mitigation
- Resilient mindset, market research, & robust business planning
- Strategies for funding, scaling, and networking

A big thank you to our speakers for sharing their invaluable knowledge and guiding our students.