



**Annai College** of Arts & Science

**Quality Education for Today & Tomorrow**

Accredited by NAAC with "B" Grade & Recognized by UGC under Section 2(f) & 12(B)  
Affiliated to Bharathidasan University, Tiruchirappalli. E-mail: [acasdmn@gmail.com](mailto:acasdmn@gmail.com)

Department of BBA

Report Submitted on the Seminar Held

in the

Topic "Entrepreneurship – A journey"

on 24-08-2018

To

The Principal,

Annai College of Arts & Science,

Kovilacheri, Kumbaonam.

## Introduction

In our department we have conducted a seminar in the topic "Entrepreneurship – A Journey" We have invited Mr.V.Prabu, Proprietor, Cinderella Garments, Kumbakonam. Our respected Principal madam Dr.S.P.Manicka Vasugi presided the function. Prof. B.Srisundar Asst.Professor, Department of BBA has delivered the welcome address. Our Principal madam while presenting her presidential address she explained about the importance of an entrepreneurship and also she insisted each and every students to take further steps to becoming an entrepreneur. Our chief guest while delivering his speech he narrated his journey on how he became an entrepreneur, he also explained about several marketing techniques such as how to choose right product, the right way of segmenting, targeting and positioning. Further he explained about his business process and encouraged the students to take necessary steps to become an entrepreneur. Finally Prof.V.Manjula, Asst.Professor Department of BBA has delivered her vote of thanks. Our faculty members and students made the arrangements of the seminar.

## Photo Gallery



Our Respected Principal Honouring the Chief Guest



Our Chief Guest Speech



Audience

Thank You

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