



DEPARTMENT OF MANAGEMENT

Event Title	ONE DAY SEMINAR ON BUSINESS PLAN		
Resource Person	Mr. S.Narayanan Founder of ILAKKU Learning and Technology, 9840466603		
Academic year	2023 - 2024	Quarter	I
Program Type (Workshop / Motivation speech / Field Visit / Competition / Others)	Seminar		
Program Theme (IPR / R&D and Innovation / Start-up / Entrepreneurship / Design Thinking / Incubation & Pre - Incubation / others)	Others		
Start date & End Date (DD/MM/YYYY)	10-05-2024	10-05-2024	
Duration of the activity (in Mins) & Start Time & End Time	Duration: 7:00hour s	Start Time: 08:40 AM	End Time: 03:30 PM
Participants	Students: 41	Faculty: 06	External: 1
Mode of session (online / offline)	Offline		
Face book/Twitter/Integra/LinkedIn URL	-		
Event Organizer / Coordinator Faculty Name / Department / Designation	Mr. V. Barathnivash, Assistant Professor, Department of Management,		
Target Participants	I year MBA students.		
Outcome	Students with the knowledge and strategies to effectively integrate technologies into educational settings, driving personalized learning and administrative efficiency for enhanced student success.		
Expenditure Amount, If any	5000		

Approval Form

AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY
VINAYAKA MISSIONS SEARCH FOUNDATION

APPROVAL FORM FOR GUEST LECTURE / SEMINAR / INDUSTRIAL VISIT

SEMESTER: EVEN

ACADEMIC YEAR: 2023 – 2024

DEPT: MBA

DATE: 10/05/2024

S.No	Date	Topic/ Company	Whether the topic/visit relevant to current semester course if yes Subject code/Name	Name of the Resource person/company with address & phone number	Faculty Coordinator(s)	Budget	Outcome	Justifications by HoD
1	10/05/2024	One Day Seminar on Business Plan	YES Business Plan	Mr. S.Narayanan Founder of LAKKU Learning and Technology, 9840466603	Mr. Barathnivas. V Assistant Professor, Department of Management	5000	Students with the knowledge and strategies to effectively integrate technologies into educational settings, driving personalized learning and administrative efficiency for enhanced student success.	Useful for students to get lot of information and knowledge about business plan and process.


Signature
(V. BARATHNIVASH)
COORDINATOR

Recommended / Not Recommended by


HOD

Approved by


DEPUTY DIRECTOR

DEPARTMENT OF MANAGEMENT (DOM)

Cordially invites you all for the seminar on

BUSINESS PLAN



Resource Person

Mr. S. Narayanan

Founder of Ilakku Learning and Technology



10th May 2024



8.40 A.M to 3.30 P.M



MBA Digital classroom



Key Topics Discussed:

A Seminar topic on "Business Plan" serves as a blueprint for entrepreneurs and organizations, detailing the strategic direction and operational framework of a business venture. It typically consists of an executive summary, providing a succinct overview of the plan's key components. The business description elucidates the nature of the enterprise, its products or services, and its unique value proposition. Through market analysis, businesses gain insights into industry trends, target market demographics, and competitive dynamics.

Marketing and sales strategies delineate approaches to customer acquisition, pricing, and promotional activities. Operational plans elucidate the logistical and production processes necessary for business functioning. The management team section outlines the expertise and roles of key personnel driving the venture forward. Financial projections offer forecasts of revenues, expenses, profits, and cash flow, aiding in budgeting and investment decisions. Altogether, a well-crafted business plan serves as a guiding document, facilitating informed decision-making and attracting stakeholders' interest and support. The session ended successfully with vote of thanks by Mr. V. Barathnivash, Assistant Professor, Department of Management, AVIT.





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**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of HRD Initiative)



Participant List

Sl.No	Reg. No.	Name of the Students
1.	4712310501	ABISHEK S
2	4712310503	AJITHKUMAR A
3	4712310504	AMITESH KUMAR
4	4712310505	ANBUKKARASAN T
5	4712310506	AROCKIA SELVI FATHIMA A
6	4712310507	BALAJI V
7	4712310508	CHANDRU K
8	4712310510	DHANALAKSHMI B
9	4712310511	DHANUSH KUMAR R
10	4712310513	ERLA CHINNA SUBBAIAH
11	4712310514	FELIX E
12	4712310515	GOPI S
13	4712310516	GOVARTHAN R
14	4712310517	HARIHARAN B
15	4712310519	JEEVA S
16	4712310520	KARTHEKEYAN V
17	4712310521	KATAKAM DEEPTHI
18	4712310522	KAVYA M
19	4712310523	KEERTHANA S
20	4712310524	KEERTHANA S
21	4712310525	KETHRANAYA P R
22	4712310526	KIRTHIK KUMAR J
23	4712310527	KUMARAMANIKANDAN R
24	4712310528	MAHARANI D
25	4712310529	MALINI I
26	4712310530	MATHUMITHA T C
27	4712310531	MOHAMED YOUSUF RASEETH K
28	4712310536	NIVETHA K
29	4712310537	PARAMESHWARI S
30	4712310538	PRADEEP M
31	4712310539	PREETHI C
32	4712310540	PRIYA GAYATHRI D
33	4712310541	PURUSHOTHAMAN S
34	4712310542	RAJALINGAM D
35	4712310543	RAKSHITHA B



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36	4712310544	RAMYA K
37	4712310545	SAMPANGI JAGADEESH
38	4712310546	SANKARAMOORTHY MAHESH RAM
39	4712310547	SEETHALAKSHMI D
40	4712310549	SRIRAM S B
41	4712310551	SWETHA D