

ALAGAPPA UNIVERSITY

(Accredited with “A+” Grade by NAAC (CGPA:3.64) in the Third Cycle & Graded as Category-I University and
Granted Autonomy by MHRD-UGC)

KARAIKUDI - 630 003

Date: 6.3.2019

A Start-up Cell at the School of Management of Alagappa University was inaugurated by Prof. N.Rajendran, Vice-Chancellor, Alagappa University on 5.3.2019. While inaugurating the Start-Up Cell he advised the budding entrepreneurs to think laterally and differently for succeeding in business enterprises. He asked the teachers to foster these skills among the management students by deploying and encouraging interactive pedagogy- - dialogues, debates, analysis of cases of successful entrepreneurs, while handling the classes. He encouraged the students to start their own business ventures which require hard work and perseverance. Now that many Indian Universities are finding their niche in the World and Asia Rankings, he said he could visualize the possibilities for Indian Universities to turnout Nobel Laureates in the near future. While recognizing 14 Young Entrepreneurs from among the present set of students of the School of Management who were provided with Young Entrepreneur Achievement Recognition (YEAR 2019) Certificates, the Vice-Chancellor observed that this initiative will motivate the other students to involve themselves in the promising journey of Start-ups. A placement brochure of the Department of Logistics Management was also released by him during the proceedings and it was received by the Start-up experts.



Prof. M.Senthil, President, Start-up Cell of the University’s School of Management while welcoming the gathering, mentioned that this Start-Up Cell Initiative has multiple objectives: to bring in successful entrepreneurs in the start-up domain to share their experiences, thereby bringing down the gap between academia and industry; through professional hand holding, encouraging the budding entrepreneur to incubate their ideas. This will provide a fillip for the Universities while competing for the ranking in the innovation and incubation domain.

In his thematic address, Dean, School of Management, Dr.V.Balachandran said that unemployment and underemployment are the major problems encountered by young men and women in our country and the only solution before us is to encourage start- ups.

Mr.M.Jeyakumar, Founder & CEO, Teeteewood, Bengaluru, in his keynote address, advised the students to become job providers rather than job seekers in the employment market. He said that passion and perseverance are the essential requirements to succeed in business. He was narrating his experiences in taking his start-up forward by not diluting the equity but through the loans, as his business model is unique. He also said that he reckoned his success by being nearer to the customers.

Mr.Mansoor Ali Khan, Founder & Chairman, M-Auto Group of Companies, Chennai, in his special address, exhorted the students to cast off their fear complex and develop enormous self confidence which alone would help them become successful entrepreneurs. Though he had ups and downs in his business journey, he waited patiently for his ambition to get fulfilled. He added that failure is part of the business and one should never shrink their passion for success.

Dr.G.Jayabal, Professor and Head, Department of Bank Management, offered felicitation. Dr.C.Yogalakshmi and Dr.P.Rajan Chinna, Coordinators of the Start-up Cell, proposed vote of thanks at different sessions.

Prof.H.Gurumallesh Prabu

REGISTRAR