



MEASI INSTITUTE OF MANAGEMENT

Approved by AICTE

Affiliated to the University of Madras
ISO 9001-2008 Certified Institution.

Association Gardens, No. 87, Peters Road,
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Phone: 044—28351050, 28352982.

Inauguration of MIM Incubation Cell and One day Workshop Incubation of Business Ideas

**On 09th March 2016 (Wednesday)
10.00 A.M. to 04.00 P.M.**

Director

Dr. D. Nisar Ahmed,

M.A.,M.Com.,M.Sc.,M.Ed.,M.S.,M.L.M.,M.B.A.,M.L.,Mphil.,Ph.D

Programme Coordinators

Dr. A.Varadaraj,

Associate Professor,
Mobile: 8015742230

Mrs. W.Shabeena Shah

Assistant Professor,
Mobile: 995204716

ABOUT THE INSTITUTION

The MEASI Institute of Management was established in the year 1987, by the Muslim Educational Association of Southern India (MEASI).

The MEASI Association, established 114 years ago, was registered under the Act XXVI of 1860. It is one of the oldest minority educational institutions, and is having a multi-level educational system ranging from school to Post Graduate and Research level, covering several fields of studies, with vast physical, infrastructural facilities with a sound management system. It is under the leadership of enlightened and eminent individuals drawn from educational, industrial and other walks of life.

The MEASI Institute of Management has been established with the objective of imparting training in different disciplines of Management with emphasis on practical application suited to Indian Environment and manages intellectual needs. With the fast pace

of the current technological revolution, the need for training managers, who can meet the new challenges, is growing. The Institution is being developed to meet all the requirements of modern Management by constant interaction with industry. It will be the endeavor of the Management to adopt the methodology of imparting training by coordination of its efforts with the developments taking place the world over.

The MEASI Institute of Management is managed by a Board of Trustee, with duly elected members. The Board is assisted by an Academic Council consisting of professionals drawn from different disciplines with vast experience and expertise

ABOUT MIM INCUBATION CELL

MIM Incubation Cell aims at helping the budding and small entrepreneurs in converting their business ideas into a successful business. This calls for a great deal of planning and

careful execution, and having strong support, During this process can give an entrepreneur an edge.

For the entrepreneurs who have a great idea and an entrepreneurial streak with an appetite for high achievement and a willingness to take risks. MIM Incubation Cell is a spring board to take ideas to implementation through a structured guidance that helps entrepreneurs create successful business entities out of excellent ideas.

ABOUT THE WORKSHOP

The workshop will focus on generation of new business ideas and how to convert those ideas in to practical business. The details of the workshop is as follows:

Session 1 : Conceiving Business Ideas

During this session the moderator will ignite the young minds in order to bring up new concepts and ideas from the depth of the minds of the participating students. This session will consist mainly of lecturing and motivating the students by encouraging them to conceive, generate and formalize business concepts. It

will be very interactive towards the second half of the session.

Session 2: Group Discussions

In this session, each group will generate and prepare a presentation of the business idea in such a way that it will be acceptable for funding by Banks or by the investors.

Session 3: Presentation of the Ideas and evaluation

Presentation of the project will be done by the students and the moderator will evaluate.

Session 4: Analysis of presentation and the Ideas

The moderator will analyze the ideas and presentations and will discuss its merits & demerits. The moderator Will finally choose the best Idea/concept.

Programme objectives:

- **To create the entrepreneurial spirit among the students**
- **To provide platform to the students to bring out the innovative business ideas**
- **To motivate the students to start own business.**

RESOURCE PERSON

MR. P. KILLIVALAVAN
Principal Consultant,
Quintez Industrial Guidance Bureau,
Former Vice President ITCOT-Chennai

Programme Patrons:

Janab U Mohamed Khalilullah Sahib
Chairman, MEASI

Janab A Mohamed Ashraf Sahib
Executive Director, MEASI

Janab C Abdul Malick Sahib
Finance Director, MEASI

VENUE

MEASI Institute of Management
Mohamed Sathak Auditorium
“Association Gardens”
No. 87, Peters Road,
Royapettah, Chennai– 600 014.

ADDRESS FOR CORRESPONDENCE:

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