

MEASI Institute of Management

“Association Gardens”, No.87, Peters road, Royapettah, Chennai-14.

Report on Inauguration of MIM Incubation cell and one day workshop on Incubation of Business ideas.

MIM inaugurated their incubation cell and organized a one day workshop on incubation of business ideas on 09-03-2016 (Wednesday) @ Md. Sathak auditorium, MIM premises. Mr. P. Killivalavan, Principal consultant, Quintez Industrial guidance bureau and former vice president ITCOT, conducted the workshop.

The workshop was divided into four sessions, the students were divided into seven teams, first session was about conceiving the business ideas, the second session was about discussing the ideas, in the third session students presented their ideas and in the fourth session the students' ideas were evaluated for their practicality and viability. The business idea of manufacturing “coconut shell”, a coconut water drink was selected as the best Business idea by the resource person.

The program ended at 4.00 pm and it ignited an entrepreneurial spark in the minds of the students.

The program was organized by Dr. A. Varadaraj Associate Professor, and Mrs. W. Shabeena Shah, Assistant Professor.