

Idea Generation in Non – Technical Entrepreneurship

Brochure



Department of Management Studies & Department of Commerce

Jointly organize

Workshop on Idea Generation in Non-Technical Entrepreneurship

Resource Person

Dr. A.P. Aruna
CEO, Periyar Technology Business Incubator



13th June 2020

Time: 11am to 12 noon

Mode: Google Meet

Workshop Convenors

Dr Sathyapriya J

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Periyar Maniammai Institute of Science & Technology (Deemed to be University)
Thanjavur India

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Report

The workshop on “Idea Generation in Non-Technical Entrepreneurship” was jointly organised by Department of Management Studies and Department of Commerce on 13th June 2020. Dr.P.Arana, CEO, Periyar Technology Business Incubator, Thanjavur was the resource person. Due to the pandemic situation, the webinar was conducted online through Google Meet. 115 students and faculty members of PMIST and 87 from other institutions have participated in the event. Mr.S.Dinu Raj, Assistant Professor, Department of Management Studies welcomed the gathering and introduced the resource person. The resource person highlighted upon the tips for idea generation and how to focus on making it succeed to the next level. Students interacted with the resource person and the session was very lively. Dr.N.Jayanthi, Head, Department of Commerce proposed vote of thanks.

Resource Person Profile

Dr.A.PArana, CEO, Periyar TBI

Dr.Arana is a multifaceted person with more than 23 years of experience in different fields like teaching, research, administration,etc. She holds a masters degree in Agriculture from TNAU, Coimbatore and completed Ph.D in Biotechnology from PeriyarManiammai Institute of Science and Technology. She is the founder head of the department of Biotechnology, PeriyarManaimmaiUniversity and played an important role in the establishment of the department.

From 2006 to 2016 she served as the CEO of Periyar TBI and played a pivotal role in its development. She was the Technology Angel for DSIR, GoI during 2006 to 2012. Later she joined XLR8 , Andhra Pradesh , where she worked as Senior Programm Manager for more than 2.5 years.

She was a consultant to Indian Institute of Information Technology, Chittor, before joining back as CEO of Periyar Technology Business Incubator in 2020. She had received several Internationalcertifications like Advanced Incubation Managers training from IC2 Institute, University of Texas , Austin,. World Bank infoDev certified trainer in Business Incubation from infoDev. Etc.