

A Report



# FMSE - CHENNAI

FORUM FOR MICRO & SMALL ENTERPRISES - CHENNAI  
(A Unit of Puthiya Thalaimurai Foundation)



## INDIAN Small & Rural BIZ EXPO

October - 2018  
Chennai

Date : 12 & 13 October, 2018

Venue: T.P. Ganesan Auditorium, SRMIST, Kattankulathur, Kancheepuram



P.P. Thangavelu, Deputy General Manager, Canara Bank, Chennai Circle Office inaugurating the Indian Small & Rural Biz Expo - 2018



Dr. T.R. Paarivendhar, Founder Chancellor, SRMIST at the Canara Bank Stall in the Indian Small & Rural Biz Expo - 2018



P.P. Thangavelu, DGM, Canara Bank Chennai Circle delivered special address



A Section of Audience in the Indian Small & Rural Biz Expo - 2018

### HIGHLIGHTS

- 1,500 Delegates  
(66 % Graduates, 22% Post Graduates, 12% Schooling & Below)
- 60 Stalls Showcasing Small and Rural Products & Services
- 10 Workshops
- Exhibitors' Directory

Puthiya Thalaimurai Foundation, Canara Bank, Chennai Circle and SRM School of Management conducted the first edition of **Indian Small & Rural Biz Expo Cum Seminar -2018** on 12th & 13th October, 2018 at SRMIST, Kattankulathur, Kancheepuram District. The event was inaugurated with prayer and lighting of *kuthuvilazhaku* by the dignitaries.

The welcome address was given by Dr.M.Chitra, Assistant Professor, SRMIST, KTR Campus. D.V.Venkatagiri, Secretary, PTF spoke on the objectives of the expo. A. John Vincent, MD, Jesus Air conditioning system, Chennai and Honorary Representative, FMSE-Chennai shared his experiences of starting a new business. M.P.Udaya Sooriyan, Editor, Puthiya Thalaimurai Magazine and Dr.V.M. Ponnaiah, Dean, SRMSOM, illustrated on SME's role in Indian economy. P.P.Thangavelu, DGM, Canara Bank, Circle Office, Chennai made an informative presentation on the Current Scenario of SME Loans.

**“Banks are ready to give Business Loans.... looking for dedicated entrepreneurs and start-ups...not many applicants qualify...however things are changing...future looks bright”**

Dr. Sandeep Sancheti, Vice Chancellor, SRMIST, Kattankulathur, Kancheepuram appreciated the organisers and released the Exhibitors' Directory. Dr. T.R.Paarivendhar, Founder Chancellor, SRMIST visited the Expo and interacted with the entrepreneurs. Workshops on Business Project, (Design Planning), Project Report and other topics were conducted by the experts. There were around 60 stalls in the exhibition. The exhibitors displayed their products and details of their services - Organic Farming, Roof Gardening, Wooden Toys, Handloom & Printing Sarees, different types of Millets and the eatable items made of it.

There were visitors from 27 districts of Tamil Nadu. The highest were from Chennai followed by Kanchipuram & Thiruvallur. The education level of visitors were 66% - Graduates, 22% - Post Graduates and 12 % - Schooling and below. Another highlight was 20% of the visitors were above 50 years and 14% of visitors were below 20 years. The Expo had over 1500 visitors in the two days.

The Exhibitors were mostly from Chennai and other districts - Kancheepuram, Coimbatore, Namakal, Erode and Vellore. There were also exhibitor from Bengaluru. Most of them said that they have come for new market opportunities. V. Chandrasekaran, Senior Consultant, PTF, made a presentation on SELLING TECHNIQUES and coordinated the workshop classes. Dr.N. Santhosh Kumar conducted a survey of the expo visitors and exhibitors. S. Suresh Kannan, Senior Project Manager, PTF proposed

vote of thanks.



Dr. Sandeep Sancheti



Dr. V. M. Ponnaiah

**INDIAN**  
**Small & Rural**  
**BIZ EXPO**



A. John Vincent



M.P. Udaya Sooriyan



D.V. Venkatagiri

Dr. M. Chitra | Dr. N. Santhoshkumar



**GLIMPSES OF INDIAN SMALL & RURAL BIZ EXPO 2018**  
October 12 & 13, 2018, SRM IST, Kattankulathur, Kancheepuram



## Businesses Demonstrated / Displayed at the event

## Workshop Topics

Sl.No.	Category	Sl No.	Topics	Speaker
1.	MILLET PRODUCTS	1.	Small Business Loan Procedures	Mr. P.P. Thangavelu Deputy General Manager Canara Bank, Chennai Circle
2.	COLD PRESSED OIL	2.	Benefits of NSIC Schemes to Small and Micro Enterprises	Mr. T. S. Krishna Kumar Assistant Manager, NSIC, Chennai
3.	ARECA PLATES	3.	Areca Leaves Plate Production	Mr. N. Paventhan MD, Evergreen Agencies Chennai
4.	SPIRULINA	4.	MSME Government Schemes	Mr. K. S. Santhalingam IES, Assistant Director MSME, Chennai
5.	CELL PHONE SERVICE	5.	Terrace Garden	Ms. R. Bhavani Faculty, Ancient Wisdom Trust, Chennai
6.	MOSQUITO LIQUID	6.	Job Opportunities in A/C & Fridge Service	Mr. A. John Vincent MD, Jesus Air Conditioning System, Chennai
7.	ARTS & CRAFTS	7.	Job Opportunities in Leaf Paintings	Mr. G. Achuthan Partner, G.S. Arts and Crafts Chennai
8.	PEST CONTROL	8.	Selling Techniques	Mr. V. Chandrasekaran Senior Consultant PTF, Chennai
9.	GARMENTS	9.	Spirulina Cultivation	Mr. K. Ratnarajasingam Programme Coordinator Oferr Spirulina, Chennai
10.	HERBAL PRODUCTS	10.	Business Opportunities in IT Service	Mr. E. Palai Bala Kumar Proprietor Blue Sys Computers Chennai
11.	CLAY POTTERY			
12.	NURSERY & TERRACE GARDEN			
13.	ORGANIC PRODUCTS			
14.	FURNITURE			
15.	HEALTHCARE SERVICE			
16.	SALOON & SPA			
17.	COSMETIC CLINIC			
18.	COPPER PRODUCTS			
19.	VEGETABLE SEEDS			
20.	WOODEN TOYS			
21.	HONEY & HONEY PRODUCTS			
22.	COMPUTER SERVICE			
23.	WATER TREATMENT PROCESS			
24.	BAGS			
25.	DIET & NUTRITION PRODUCTS			
26.	REAL ESTATE SERVICES			
27.	SHEET METAL			
28.	TOURISM SERVICES			
29.	SOLAR POWER			
30.	A/C & FRIDGE SERVICES			

## VISITORS FEEDBACK

The workshops were easy to understand, we learnt new things, it was very interesting and useful.  
.....V. Jegana Sundari, Erode.

This Expo is a guide for Entrepreneurs like us and it provides self motivation. ....K. Arasu, Kanchipuram

This Seminar has given the confidence to start a new business within one year. ....T.J.V. Ramanan, Chennai.

This programme may be conducted in all the Districts of Tamil Nadu .....B.Velkumar, Tirunelveli.

Puthiya Thalaimurai Foundation

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