



A People-based NGO Working for
Youth Development & Rural Education

IN ASSOCIATION WITH



PG & Research Department of Commerce with International
Business Hindusthan College of Arts & Science, Coimbatore

A Report

4th Edition

ISRB EXPOTM

Indian Small & Rural Business Exposition

(A National Initiative to promote Small & Rural Businesses)

March 2020

11 & 12, March, 2020, Hindusthan College of Arts & Science, Coimbatore



Smt. Sarasuwathi Khannaiyann, Managing Trustee, Hindusthan Educational & Charitable Trust, Coimbatore inaugurating the 4th Edition of ISRB Expo-2020 and visited the stalls

Highlights

- Participants from all over Tamil Nadu
- Inauguration by Smt. Sarasuwathi Khannaiyann, Managing Trustee, Hindusthan Educational & Charitable Trust, Coimbatore
- 80 plus Stalls showcasing small and rural products & Services - Millets, Herbal Products, Basic Electronics, Handicrafts, Traditional Books, Readymade Garments etc.
- Workshops on interesting topics - Spirulina Cultivation, Areca Leaves Plate Business, Health Awareness & Nabard Schemes for Entrepreneurs, etc.,

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Glimpses of

ISRB EXPOTM

Indian Small & Rural Business Exposition



Inaugural address by
Smt. Sarasuwathi Khannaiyann,
*Managing Trustee, Hindusthan Educational
& Charitable Trust, Coimbatore*



Participation by
Smt. Padma Raghunathan,
*Chief General Manager
NABARD, CHENNAI*



Theme address by
D.V. Venkatagiri, Secretary
Puthiya Thalaimurai Foundation



Presidential address by
Dr. A. Ponnusamy, Principal
*Hindusthan College of
Arts & Science,
Coimbatore*



Welcome address by
Dr. P. Arumugaswamy
*Professor & Head PG & Research
Dept. of Commerce,
Hindusthan College of Arts & Science,
Coimbatore*



Special address by
G. Viswanathan, Chief Manager
*City Union Bank,
Ram Nagar, Coimbatore Branch*



Special address by
Dr. Vadivel Esakkimuthu,
*District Development Officer
Nabard, Coimbatore*



Special address by
M. Krishnakumar
*Honorary Secretary
Coimbatore Management Assn.*



Special address by
Dr. K. Ravichandran
*Dean, Anna University
Regional Campus, Coimbatore*



Special address by
R. Vijayakumar
*Assistant Director & Branch Head
MSME DI, Coimbatore*



Special address by
S. Shameer, Brand Analyst,
By The Startups, Coimbatore

Puthiya Thalaimurai Foundation in association with Hindusthan College of Arts & Science, Coimbatore, City Union Bank, Nabard, Anna University Regional Campus, Coimbatore, Coimbatore Management Association, By The Startups, Coimbatore & Tamilnad Mercantile Bank, Thoothukudi conducted 4th edition of ISRB EXPO (Indian Small & Rural Business Exposition) on 11th & 12th March 2020 at Hindusthan College of Arts & Science, Coimbatore. The Inaugural program on 11th March, 2020, began with prayers and lighting of *kuthuvilakku* by the dignitaries.

A REPORT ON 4TH EDITION OF ISRB EXPO COIMBATORE

Government Organisations that participated in the Expo

- **NABARD**
(National Bank for Agriculture & Rural Development)
Ministry of Finance, Govt. of India
- **MSME**
Micro, Small & Medium Enterprises
(Ministry of MSME, Govt. of India)
- **Anna University**
Regional Campus, Coimbatore

Smt. Sarasuwathi Khannaiyann, Managing Trustee, Hindusthan Educational & Charitable Trust, Coimbatore inaugurated the 4th Edition of ISRB Expo-2020 and appealed to the participants and the youth to pursue entrepreneurship.

The welcome address was given by Dr. P.Arumugaswamy, Professor & Head, PG & Research, Department of Commerce, Hindusthan College of Arts & Science, Coimbatore. D.V.Venkatagiri, Secretary, PTF spoke on the objectives of the expo. Dr.A. Ponnusamy, Principal, Hindusthan

College of Arts & Science, Coimbatore, G. Viswanathan, Chief Manager, City Union Bank, Ram Nagar Branch, Coimbatore, Dr. Vadivel Esakkimuthu, District Development Officer, Nabard, Coimbatore, Dr. K. Ravichandran, Dean, Anna University Regional Campus, Coimbatore, R. Vijayakumar, Assistant Director & Branch Head, MSME Development Institute, Coimbatore, S. Shameer, Brand Analyst, By The Startups, Coimbatore & N. Krishnakumar, Honorary Secretary, Coimbatore Management Association shared their views in the inaugural session.

Banks that participated in the ISRB Expo

- **City Union Bank Ltd**
- **Tamilnad Mercantile Bank Ltd.**

Workshops on Interesting Topics –Spirulina Cultivation, Areca Leaves Plate, Health Care Awareness and Nabard Procedures for Entrepreneurs. etc, were held. 80 Plus stalls showcased small and rural products & services like Millets, Herbal Products, Basic Electronics, Solar Products, Handicrafts, Organic Farming, Garments, Leather Footwear, Traditional Books, Spirulina Value added products, Areca Leave Plates etc., The Exhibitors were from Chennai, Coimbatore,, Madurai, Tiruppur, Erode, Thanjavur etc. Most of them said they have come for their business development and new contacts. This expo provided a new avenue for their business development and a platform to showcase their products.

Business Demonstrated / Displayed at the Event

- | | | |
|--------------------|------------------------|------------------------------|
| 1. Spirulina | 7. Books & Magazines | 13. Solar Power |
| 2. Electronics | 8. Organic Products | 14. Herbal Products |
| 3. Garments | 9. Areca Leaves Plates | 15. Colleges |
| 4. Handicrafts | 10. NGO | 16. Organic Sanitary Napkins |
| 5. Banking Service | 11. Jute Bags | 17. LED Lights |
| 6. Arts & Crafts | 12. Kitchen Materials | 18. E-commerce |

Glimpses of ISRB EXPO™



ISRB EXPO (Indian Small & Rural Business Exposition) will play a key role in promoting Small & Rural Industries in India. Rural & Small enterprises are very important sectors of economic activity & their success ensures peaceful development of the society.

Dr. P. Sathyanarayanan
Founder & Managing Trustee

D.V. Venkatagiri
Secretary

Puthiya Thalaimurai Foundation

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