

ISRB EXPO FORUMTM

Indian Small & Rural Business Exposition

(A Unit of Puthiya Thalaimurai Foundation)

(A National Initiative to Promote Small & Rural Businesses)

Two Day

National Workshop on Micro Entrepreneurship for Youth

October 21 & 22, 2021 | 9.15 a.m. to 5.45 p.m.

SRM Institute of Science and Technology , Potheri Campus, Chengalpattu



Indian Small and Rural Business Exposition (ISRB) is a one of its kind Event organized and being hosted by Puthiya Thalaimurai Foundation, Puthiya Thalaimurai Group. The Puthiya Thalaimurai Foundation was established in 2010 by Dr. P.Sathyanarayanan, Founder of Puthiya Thalaimurai Group. The NGO is working for improving Rural Education & Youth Development. Ever since 2010, the Foundation has conducted 8 Business Expositions, 100s of Training camps, Awareness programs, Advanced Skill Workshops for enabling and empowering the Small and Rural Business Entrepreneurs. The exposition not only supports Entrepreneurs showcase their products but also help them with marketing promotions and financial assistance through value adding schemes.



Inaugural address delivered by Dr. V M Ponniah, Dean, School of Management, SRM Institute of Science and Technology, Potheri

He shared his experience about the entrepreneur development as a part of the management he said timely completion of task and availing opportunities which are offered by the P T F. .

ISRB Expo Members Products Display





P. Jakanath

Mr. Jakanath, Partner, Food Swing Enterprises, Maraimalai Nagar, Chengalpattu

1. He explained about the Indian market, Indian customers for his products. 2. How to gain customers confidence. 3. Strategies to be adopted to achieve success. 4. How customers confidence on business units will help business people and Entrepreneurs to get success in various fields.



K. M. Balajee

Mr. K.M. Balajee, Assistant Director, MSME – Development Institute

He narrated on the impact of covid 19 on small business and on entrepreneurs too. He also indicated that the opportunities available and support and assistance from government of India and role of state government for entrepreneurs for start ups and small business concerns. Interactions were also taken place. Mr. K. M. Balajee given proper and appropriate reply to the participants and provide useful information's to get appropriate aid from the government.



M. Nagarajan

The resources person for the first day was Mr. M Nagarajan, Designated partner, Annavarshni Foods LLP, Urapakkam.

He begins his presentation with PPT presentation which explains Basics of Mushroom, Varieties of Mushroom, Introduction of Spawn, Raw Material, Farm Design, oyster Mushroom cultivation, Milky Mushroom cultivation, Registration & FSSAI, Marketing and Government loans, and value added products.



A. Gajendran

Dr. A.Gajendran, Associate Professor & Head, Department of BusinessAdministration, SRMIST, Kattankulathur Campus

1. He delivered his motivational speech and sharing his experience on starting of business concerns. 2. What should be kept in the minds of entrepreneurs when they start business? 3. He also shared his experience when he started his career and his interest in starting of business concern. 4. He also pointed out scope for opportunities and how to utilize an opportunity given to each and every entrepreneur.



D.V. Venkatagiri

Mr. D.V Venkatagiri, Secretary of PTF, Chennai

1. He shared his words on current, main objectives and vision of the workshop and PTF in future. 2. Mr. Venkatagiri pointed out, how PTF is helping new entrepreneurs, rural agriculturists to start or setup their business all over India. 3. He also explained about the role of PTF in promoting small and rural enterprises in India.



Mrs. R. Rajalakshmi

The resources person for the Second day was Mrs.R.Raja Lakshmi, Proprietor, Ammirtham Traditional Foods, Chennai

1. He begins his presentation with PPT presentation which explains Basics of Millets and What is Millets and Where it is available and Uses of Millets. 2. In the Presentation also She explained about Millets Value added products. 3. Interaction session also allowed and doubts also cleared audience are happy. 4. In between the presentation the audience were allowed to have an interactive session with Mrs. R. RajaLakshmi, it was a fully interactive.