

3rd Edition

ISRB EXPOTM

Indian Small & Rural Business Exposition

A Report

Indian Small & Rural Business Exposition

18 & 19, October, 2019, SRM Institute of Science and Technology,
Kattankulathur, Chennai



Smt. Padma Raghunathan, Chief General Manger, NABARD, Tamil Nadu & Puducherry inaugurating the 3rd Edition of ISRB Expo-2019 and visited the stalls

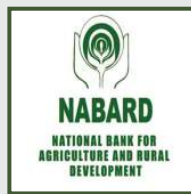
Highlights

- Participants from all over South India.
- Inauguration by Smt. Padma Raghunathan, CGM, Nabard, Puducherry & Tamil Nadu.
- 50 Plus stalls showcasing small and rural products & services - Millets, Herbal Products, Basic Electronics, Solar Products & Handicrafts, etc.
- College students demonstrate their Technical and Entrepreneurial Skills.
- Workshops on interesting topics - E-Commerce, Spirulina Cultivation, Areca Leaves Plate, Procedures for applying Business Loan, etc.

Organised by



in association with



Glimpses of **ISRB EXPO**TM

Indian Small & Rural Business Exposition



Inaugural address by
Smt. Padma Raghunathan,
Chief General Manager, Nabard,
Tamil Nadu & Puducherry



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



Special address by
B. Bharath Kumar, Marketing Lead,
Zoho Corporation



Special address by Dr. V. M. Ponniah
Dean, MBA Department,
SRM IST, Kattankulathur



Special address by M.P. Udaya Sooriyan
Editor, Puthiya Thalaimurai Magazine



Special address by N. Paventhan
Managing Director, Evergreen Agencies,
Chennai



Special address by
N. Mohan Kumaramangalam, AGM
City Union Bank, Chennai



Dharmaselvan, Deputy Director,
MSME DI, Chennai
Spoke on "How to start Enterprises"



"Aaruush" Team SRM IST Students
explained their projects

REPORT

Puthiya Thalaimurai Foundation in association with SRM Institute of Science and Technology, Kattankulathur, Zoho Corporation, City Union Bank & Nabard conducted the 3rd edition of ISRB EXPO (Indian Small & Rural Business Exposition) on 18 & 19, October, 2019 at SRM IST, Kattankulathur Campus, Chennai. The Inaugural program on 18th October 2019, started with prayers and lighting of *kuthuvilakku* by the dignitaries.

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)
- ◆ **TRIFED**
(Ministry of Tribal Affairs, Govt. of India)
- ◆ **TNSRLM (Mahalir Thittam)**
(Tamilnadu State Rural Livelihood Mission)
Ministry of Municipal Administration & Rural & Development & Implementation, Govt. of Tamil Nadu)
- ◆ **INDIA POSTS PAYMENT BANK**
(A Government of India Enterprises)
Ministry of Communications, Govt. of India)

Smt. Padma Raghunathan, Chief General Manger, NABARD, Tamil Nadu & Puducherry inaugurated the 3rd Edition of ISRB Expo and appealed to the participants and the youth to pursue Entrepreneurship.

The welcome address was given by Dr.M.Chitra, Assistant Professor, MBA Department, SRMIST, Kattankulathur Campus. D.V.Venkatagiri, Secretary, PTF spoke on the objectives of the expo. B.Bharath Kumar, Marketing Lead, Zoho Corporation, M. Nazeer Ahamed, AGM, City Union Bank, Kumbakonam, Mr. N. Mohan Kumaramangalam, AGM, City Union Bank, M.P.Udaya Sooriyan, Editor, Puthiya Thalaimurai Magazine and Dr.V.M. Ponnaiah, Dean, SRM School of Management, Kattankulathur spoke at the inaugural session.

Workshops on Interesting Topics – E-Commerce, Spirulina Cultivation, Areca Leaves Plate, Procedures for applying Business Loan, etc, were held. 50 Plus stalls showcased small and rural products & services like Millets, Herbal Products, Basic Electronics, Solar Products, Handicrafts, Organic Farming, Garments, Spirulina Value added products, Areca Leave Plates etc.,

The Exhibitors were from Chennai, Coimbatore, Namakkal, Mangalagiri (A.P) etc., Most of them have said they have come for their business development. This expo provided a new avenue for their business development and a platform to showcase their products.

Glimpses of ISRB EXPO™



WORKSHOP DETAILS

TOPICS	SPEAKER
How to start Enterprises	Mr. S. Dharmaselvan , <i>Deputy Director, MSME-DI, Chennai</i>
Spirulina Value Addition & Marketing	Mr. P. Soundararajan <i>President, Algae Producers Association, Coimbatore</i>
Mushroom Cultivation	Mr. D.Sekaran , <i>Proprietor</i> <i>Arun Mushroom Agri Farms, Kancheepuram</i>
Areca Leaves Plate Production	Mr. N. Paventhan , <i>Managing Director</i> <i>Evergreen Agencies, Chennai</i>
E-Commerce Business Opportunities	Mr. S. Palanisamy , <i>Chief Operation Officer</i> <i>Dakshine Sunlight Energy Systems, Krishnagiri</i>
Tackling Entrepreneurial Stress	Mr. V. Chandrasekaran , <i>Senior Consultant</i> <i>Puthiya Thalaimurai Foundation, Chennai</i>
Spirulina Cultivation	Mr. K. Retnarajasingam , <i>Programme Coordinator</i> <i>Oferr Spirulina, Chennai</i>
Winner Leaf Medicated Oil & TIA Neer	Mr. S.P. Vijaya Prabakar , <i>Managing Director</i> <i>Asians Life Care, Chennai</i>



P. Soundararajan, President,
Algae Producers Association, Coimbatore



V. Chandrasekaran, Sr. Consultant
Puthiya Thalaimurai Foundation, Chennai



D. Sekaran, Proprietor
Arun Mushroom Agri Farms, Kancheepuram

Businesses Demonstrated / Displayed at the Event

- | | |
|------------------------|--------------------------|
| 1. Spirulina | 11. Real Estate |
| 2. Electronics | 12. Jute Bags |
| 3. Garments | 13. Engineering Colleges |
| 4. Cold Pressed Oil | 14. Kitchen Materials |
| 5. Handicrafts | 15. Solar Power |
| 6. Banking Service | 16. LED Lights |
| 7. A/C Service | 17. Pest Control |
| 8. Arts & Crafts | 18. Peanut Candy |
| 9. Organic Products | 19. Sweets & Snacks |
| 10. Areca Leaves Plate | 20. Herbal Products |

ISRB EXPO™ (Indian Small & Rural Business Exposition) will play a key role in promoting Small and 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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