

# PSG Tech Organises the Regional Conference on Entrepreneurship 2024

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The **Regional Conference on Entrepreneurship 2024**, organized by the **Entrepreneurship Development Institute of India (EDII)** and the **Institution Innovation Council (IIC)** of **PSG College of Technology**, was held on **December 13, 2024**. The conference featured 19 papers shortlisted from 50 submissions, focusing on themes such as entrepreneurship education, cognitive aspects of entrepreneurship, technology, innovation, and sectoral ecosystems.



*The Chief Guest, **Professor Gopalan Jagadeesan** from the Department of Aerospace Engineering, IISc Bengaluru*

The Chief Guest, **Professor Gopalan Jagadeesan** from the Department of Aerospace Engineering, IISc Bengaluru released the proceedings. In his address, he emphasized the essential requisites for creating successful startups: competence, capital, and customers. He advised students to adopt financial prudence and remain aware of the commercial viability of their ventures. He highlighted the importance of persistence and the need to treat failure as fertilizer for success in the entrepreneurial journey.

**Dr. Sunil Shukla, Director General of the Entrepreneurship Development Institute of India (EDII)**, congratulated the college for its efforts to organize the conference and stressed the importance of developing indigenous case studies tailored to the Indian entrepreneurial ecosystem. The conference also underscored the intricate link between entrepreneurship and societal development, with examples of impactful innovations like the Band-Aid showcasing how innovative ideas can transform lives.

**Mr. Velumani. K**, the guest of honour shared his insights from his experience as a successful entrepreneur in Coimbatore. Key note speeches included **Dr. Badri Narayanan Gopalakrishnan**, Fellow, Formerly Advisor and Head-Trade and Commerce, NITI Aayog, GoI and **Mr. Ganapathi Batthini, Coordinator, Centre for Research in Entrepreneurship Education and Development (CREED), Entrepreneurship Development Institute of India (EDII)**, Ahmedabad who emphasized the value of building relationships, nurturing skills, maintaining health, and fostering willpower. **Principal Dr. K. Prakasan**, in his presidential address, commended the organizing committee and encouraged students to foster a natural inclination towards entrepreneurship by immersing themselves in workshops and conferences such as these. The event was an inspiring platform to encourage entrepreneurial mindsets and create a lasting impact.

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