

ALAGAPPA UNIVERSITY
(Accredited with A+ Grade by NAAC (CGPA : 3.64) in the Third Cycle)
KARAIKUDI

Date: 30.8.2017

SSIs can bring down unemployment

The ‘Small Industry Day’ was celebrated at the Alagappa University on 30th August 2017. The programme was orchestrated by the Department of Logistics Management of the University.

The Head of the Department, Prof. M.Senthil, while welcoming the gathering recalled the vision of the Vice-Chancellor Prof.S.Subbiah in establishing SSI units in the University campus, which was highly appreciated by the NAAC Accreditation committee during the assessment recently.



Prof.V.Balachandran, Registrar i/c. of the University presided over the function, was emphatic that the SSIs can bring down unemployment drastically. He opined that the skill gap bridging is possible through the establishment of SSIs, which was successfully practiced in Alagappa University. There is a dichotomy between unemployment and under employment. By following the 5Ps- planning, patience, perseverance, practice and performance, both the un and under employment can be handled effectively. He mentioned that 90% perspiration and 10% inspiration will bring in success for everybody. He gave an example of Taj Mahal, which was not built in 1 or 2 years; but over the years. Opportunities are always available for those producing quality goods at competitive prices. For this, more practical exposure is needed, and this celebration will pave way for the entrepreneurial minds, who participated from all the departments of the University, to take up business as their field.

The guest speaker, Mr.Vimal Chandrasekar, who shared his experience from varied industries like BPO, Infrastructure and Healthcare has motivated the young minds to take risk in business. This will provide great returns over the period of time. Newer avenues, like start-ups, provide space for every enthusiastic entrepreneurial minds. He stressed the importance of being “the self” to be unique in a crowd.



Ms. S.Radha, a successful entrepreneur shared her experience to the audience. She stressed the importance of dedicated work culture- as a boss, a colleague, a work force. Shared values and resources will keep up the spirit of the team. She motivated the audience to have a role model and try to follow their footsteps.

Prof. A.Narayanamoorthy, Member of the Syndicate of Alagappa University, during his felicitation address highlighted that the employment intensity is high in SSIs. 10% of GDP of India is contributed by the SSIs. He encouraged the establishment of SSIs as it reduces urban migration. Investment of Rs. 5 lakhs in SSIs will generate employment for 7 people, he said. However, SSIs are also becoming capital intensive now a days, he concluded.

Dr. V. Sivakumar, Associate Professor of the Department delivered the vote of thanks.

Registrar i/c.

Prof. V. Balachandran