



P.K.R. ARTS COLLEGE FOR WOMEN

(RE-ACCREDITED WITH 'A' GRADE BY NAAC)
AUTONOMOUS INSTITUTION
AFFILIATED TO BHARATHIAR UNIVERSITY
GOBICHETTIPALAYAM-638476
ERODE- TAMIL NADU

INDUSTRY INSTITUTE PARTNERSHIP CELL (IIPC)

ORGANISES

INDUSTRY ACADEMIA CONNECT PROGRAMME
ON

EMERGING STARTUP AND ENTREPRENEURIAL OPPORTUNITIES



Resource Person:

DR.K.M.SHANMUGAPERUMAL,

Managing Director,
Shri Pariyur Amman Kraft Papers Pvt Ltd,
Perundurai.



05.03.2026



10.30 AM



MBA SEMINAR HALL


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Gobichettipalayam
REPORT

Name of the programme: Industry-Academia Connect Programme on "Emerging Startup and Entrepreneurial Opportunities"

Date: 05.03.2026

Venue: MBA Seminar Hall

Time: 10.30 A.M

Guest Detail: Dr. K. M. Shanmuga Perumal,
Managing Director,
Shri Pariyur Amman Kraft Papers Pvt. Ltd., Perundurai

Objective of the Programme:

To bridge the gap between industry expectations and academic curriculum, fostering a mutually beneficial relationship.

Content:

The Industry Institute Partnership Cell organized an Industry-Academia Connect Programme on *Emerging Startup and Entrepreneurial Opportunities* on 05.03.2026 in the MBA Seminar Hall. The programme began with a prayer song, creating a pleasant and positive atmosphere for the session. Following the prayer, the welcome address was delivered by Ms. Kalpana, Assistant Professor, Department of Management. She warmly welcomed the resource person, faculty members, and students, and emphasized the importance of industry-academia collaboration in shaping students' careers. The resource person for the programme was Dr. K. M. Shanmuga Perumal, Managing Director, Shri Pariyur Amman Kraft Papers Pvt. Ltd., Perundurai. In his address, he shared valuable insights on startup opportunities and entrepreneurial prospects for young graduates. He explained the importance of developing practical skills and encouraged students to think innovatively and become job creators rather than job seekers. He also highlighted the various career opportunities available in the paper and packaging industry and discussed the growing demand and future prospects in this sector. His speech motivated the students to explore entrepreneurial ventures and develop industry-relevant skills. The session was highly informative and interactive, providing students with a better understanding of startup ecosystems and industry expectations. The programme concluded with the vote of thanks delivered by Ms. Priyadharshini, Assistant Professor, Department of Physics, who expressed her sincere gratitude to the resource person, organizers, faculty members, and students for making the programme successful.

No. of Beneficiaries: 180 Students and 10 Faculty members

Outcome of the Programme:

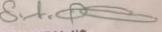
1. To prepare students to be industry-ready through internships, industrial training, and in-plant training.

2. To update curricula to meet current industrial needs and reducing the learning curve for students.

Organizing Secretary:

Dr. N. Nancy Fernandez, Head and Associate Professor in Commerce.




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