

A.V.C. COLLEGE OF ENGINEERING

Department of Management Studies

Organized

Marketing Workshop on

"Entrepreneurship as a Mindset: Not just what you Do, But
How you Think"

01.09.2025

Chief Guest- Mr. A. Rathinam,
Director & Partner,
A.R.C. Natesa Chettiar & Co., Jewellers,
Mayiladuthurai

Date: 01.09.2025
Time: 10:30 am to 12:30 pm
Venue: MBA Seminar Hall

"Entrepreneurship as a Mindset: Not just what you Do, But How you Think"

Date: 1st September 2025

Department of Management Studies has organized a Workshop under the marketing Club activity in the title of "Entrepreneurship as a Mindset: Not just what you Do, But How you Think" for I & II MBA students. The Speaker for the Workshop was Mr. A. Rathinam, Director & Partner, A.R.C. Natesa Chettiar & Co., Jewellers, Mayiladuthurai is focused to give a information to the students about "Entrepreneurship as a Mindset: Not just what you Do, But How you Think"

Annexure:-

1. Agenda
2. Invitation
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Person
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and Need
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(by student)
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1. Agenda

A.V.C. COLLEGE OF ENGINEERING

Mannampandal, Mayiladuthurai.

DEPARTMENT OF MANAGEMENT STUDIES

Organizes

Marketing Club Guest Lecture on "Entrepreneurship as a mindset: What you Do, But, How you think"

VENUE: MBA Seminar Hall

DATE: 01-09-2025

Agenda

Prayer song	: By Students
Welcome Address	:F.R. Jumana Farhath II MBA

Chief Guest Introduction - : X. Stefy Alance II MBA

Honoring the Guests - : Dr. P. Balasubramanian

Principal, AVCCE

Chief Guest Address - : Mr.A. Rathinam
Director & Partner, A.R.C Natesa Chettiar & Co.,
Jewellers, Mayiladuthurai.

Feedback : By Students

Vote of thanks : R. Harshini Devi II MBA

National Anthem : By Students

2. Invitation:-

 **A.V.C. COLLEGE OF ENGINEERING**
[Affiliated to Anna University, Chennai | Approved by AICTE, Delhi |
Accredited by NBA (CSE, EEP, ECE & Mech) &
NAAC with "A" Grade (3rd cycle) |
An ISO 9001:2015 Certified Institution |
Mannampandal, Mayiladuthurai District-600 305]



Department of Management Studies
In Association with

 **IIIC**
Industry Institute Interaction Cell
II Cell

 **ED Cell**

 **INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of HRD Initiative)
IIC Council

Organises Marketing Club Guest Lecture on
**"Entrepreneurship as a Mindset: Not just
what you Do, But How you Think"**

**01 SEPTEMBER 2025, 10.30 AM
@ MBA SEMINAR HALL**

Chief Guest:

Mr. A. Rathinam,
Director & Partner,
A.R.C. Natesa Chettiar & Co., Jewellers,
Mayiladuthurai.



All are Cordially Invited

Dr.M.S.Gayathri **Dr.G.Sridevi** **Dr.P.Balasubramanian** **Dr.M.Senthilmurugan**
Co-ordinator HOD/MBA Principal Director

3. Resource Person profile:

Mr. A. Rathinam

Director and Partner, ARC Natesa Chettiar and Co., Jewellers

Mr. A. Rathinam is the Director and Partner of ARC Natesa Chettiar and Co., Jewellers, with expertise in research, production operations, jewellery smith management, quality control, customer relations, marketing, and human resource management. Known for his strong communication, decision-making, and motivational skills, he strives to excel in the jewellery industry through creativity and innovation. His areas of interest include branding, sales, and marketing strategies. He holds a Bachelor's degree in Electronics and Communication Engineering from Panimalar Engineering College, Chennai, and an MBA from the Management Development Institute of Singapore (affiliated to the University of Wales, UK).

4. Venue Address:-

AVC College of Engineering,
MBA Seminar Hall,
Manampandal — Mayiladuthurai.

5. Session Content:(10.30 am to 12.30 pm)

- ❖ **Welcome address**
- ❖ **Chief Guest Introduction**
- ❖ **Guest Session:**

Mr. A. Rathinam

Director and Partner, ARC Natesa Chettiar and Co., Jewellers

Entrepreneurship as a Mindset: Not Just What You Do, But How You Think

Introduction

Entrepreneurship is often misunderstood as just starting a business or selling products. In reality, it is a mindset—a way of thinking, problem-solving, and creating value. For students, adopting an entrepreneurial mindset means preparing to face challenges with creativity, adaptability, and innovation. Marketing and sales, the lifeblood of entrepreneurship, play a central role in shaping this mindset.

1. Marketing Awareness for Students

Understanding Customers: Marketing is not about pushing products; it is about understanding people—their needs, wants, and behaviors.

Creating Value: A true entrepreneur thinks, “How can I solve a problem or add value?” rather than “What can I sell?”

Branding & Positioning: Students can learn how ideas, projects, or even personal skills can be marketed to stand out.

Digital Marketing: With social media, every student has access to platforms where ideas can reach global audiences.

Practical Awareness Activity: Students can be asked to market their own skills or hobbies as a “brand pitch.”

2. Sales Awareness for Students

Sales as Communication: Selling is not just about money—it is about convincing, negotiating, and building trust.

Relationship Building: Entrepreneurs know that long-term success comes from strong relationships, not one-time transactions.

Confidence & Persuasion: Sales build confidence in public speaking, networking, and presenting ideas.

Value Proposition: Students should learn to answer: “Why should someone choose me/my idea over others?”

Practical Awareness Activity: Mock sales pitch competition—students sell an everyday object (like a pen, water bottle, or notebook).

3. Entrepreneurship as a Mindset

Problem-Solving Attitude: Seeing challenges as opportunities.

Innovation over Imitation: Thinking differently, not just doing differently.

Resilience: Failure is not the end; it is feedback.

Adaptability: In marketing and sales, trends change quickly—entrepreneurial thinkers stay agile.

Collaboration: Entrepreneurship is teamwork-driven; networking and partnerships matter.

4. Why Student Awareness Matters

Career Readiness: Employers value entrepreneurial thinkers who are proactive.

Self-Reliance: Students can turn ideas into projects, projects into ventures.

21st Century Skills: Marketing, sales, and entrepreneurial thinking prepare students for uncertain futures.

Social Impact: Entrepreneurship is not only about profit—it can create solutions for society.

Conclusion

Entrepreneurship is not a subject confined to business students—it is a life skill. For students, marketing and sales awareness build confidence, communication, and creativity. The entrepreneurial mindset teaches us that success is not just about what we do, but how we think.

❖ Vote Of Thanks

6. Reflections (By students):-

The session on Entrepreneurship as a Mindset was highly insightful and engaging. It clearly highlighted the importance of marketing and sales awareness for students. The practical examples and activities made the concepts easy to understand. Overall, it encouraged us to think innovatively and apply entrepreneurial skills in our daily lives.

7. Photo Gallery







Faculty Coordinator

Dr. M.S.Gayathri
AP/MBA

Report Preparation

Jeevashree S
II MBA Student

Director

Dr. G. Sridevi
Director/MBA