

Entrepreneurial Talk Inspires Students at PSG Institute of Technology and Applied Research

Coimbatore, August 27, 2026:

Program: Building Startups: An Investor's Perspective

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Launchpad (EDC) of PSGiTECH has organised An entrepreneurial talk and student interaction session titled "Building Startups: An Investor's Perspective" was organised at PSG Institute of Technology and Applied Research (PSG iTech) on August 27, 2026. The programme was held at the Convention Centre from 9:00 a.m. to 10:30 a.m. The session featured Prof. Nagaraja Prakasam of Farmer: Growing Startups, Bengaluru, as the chief guest and resource person..

Principal Dr. N. Saravanakumar welcomed the chief guest and presented him with a bouquet.

In his entrepreneurial talk, Prof. Nagaraja Prakasam emphasised that student-led startups provide an excellent opportunity for students to experiment with their ideas while pursuing their academic programmes. He noted that a successful startup could create employment opportunities for many others, while even an unsuccessful venture could provide the student or team with valuable practical experience equivalent to several years of professional exposure.

He further observed that students who experience failure in a startup venture can still have strong career opportunities, as industries increasingly value individuals with an intrapreneurial mindset and the ability to identify problems, take initiative and develop innovative solutions.

Highlighting his concept of "Bharat," Prof. Nagaraja Prakasam explained that numerous challenges faced by rural communities remain largely unexplored as potential entrepreneurial opportunities. He encouraged students to identify such real-world problems and transform them into innovative business opportunities. He also pointed out that several e-commerce startups have failed because they did not adequately understand customer needs and market demands.

Principal Dr. N. Saravanakumar felicitated the chief guest by presenting him with a memento. The programme was organised by the Entrepreneurship Development Cell coordinators, Mr. S. Elayaraja, Dr. Roger Rozario and Ms. Susithra.



