



PSG INSTITUTE OF TECHNOLOGY AND APPLIED RESEARCH

Neelambur, Coimbatore – 641 062

(Autonomous Institution Affiliated to Anna University)

Expert Talk on “From Campus to Global Markets” Organised by PSG iTech Launchpad

PSG iTech Launchpad organised an Expert Talk titled “From Campus to Global Markets” for the benefit of the students. The Chief Guest and speaker for the event was Dr. Jagat Shah, Advisor – International Business and Founder & CEO of Global Networks, Ahmedabad, India.

The event was held at the E5 – Civil Seminar Hall at 11:30 a.m., with the participation of 170 students, 5 faculty members, and 10 administrative staff members from PSG iTech.

The programme commenced with a welcome address, followed by the presentation of a bouquet to the Chief Guest by the Principal of PSG iTech, Dr. N. Saravana Kumar.

As an expert in international business with an extensive network of entrepreneurs and business professionals, Dr. Jagat Shah shared valuable insights on entrepreneurship, artificial intelligence, personal branding, and the changing business landscape. He encouraged students to focus on Artificial Intelligence (AI) and effectively utilise various AI tools for their personal and professional growth, particularly in preparing and continuously enhancing their professional profiles and biodata.

He also emphasised the importance of making effective use of social media platforms by creating their own channels and regularly documenting and sharing their learning experiences, projects, achievements, and entrepreneurial journey. He highlighted that such consistent documentation could serve as a valuable digital portfolio and professional biodata for students in the future.

Dr. Shah shared several inspiring examples of students who had started their own businesses while pursuing their college education and were already generating significant income. He encouraged students to explore innovative ideas and consider entrepreneurship at a young age, which could provide them with valuable real-world experience and open up greater opportunities in life.

