

E CONNECT

(An Interaction Initiative with Entrepreneurs)

20th November 2021
Saturday @ 11.00am



DJ ACADEMY
FOR MANAGERIAL
EXCELLENCE

(A Stand-alone Business School)
Affiliated to Bharathiar University Coimbatore

SPEAKER
Mr Sriram Prasad G
Founder & CEO
KeeraiKadai.com
Keerai Kadai Ventures
Coimbatore

TOPIC
Innovation - A key driver for
Entrepreneurial Growth

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DJAME works in tandem with industry through its association with Lakshmi Machine Works Limited (LMW), Coimbatore. LMW and its related companies support DJAME through Access to Industrial Expertise, Experiential Learning through Practising Managers and Value Added Programs.



D.J. Academy for Managerial Excellence organized an event as a part of E Connect which is an Interaction Initiative with entrepreneurs in which – Mr. Sriram Prasad G, Founder & CEO, of Keerai Kadai Ventures, addressed the students on the topic “Innovation A key driver for Entrepreneurial Growth. Mr. Sriram Prasad initiated keeraikadai.com in 2017 at Coimbatore and the company has expanded since then. Initially, the store began delivering fresh Spinach varieties in the city and soon expanded to over 150 varieties of greens. Soon, Keeraikadai.com launched FMCG products: Greeny Dip and Greeny Meal that has had a global reach and demand. The company now has branches in Coimbatore, Madurai, and USA and exports to 15 countries.

He said that entrepreneurs are the drivers of innovation and every day their determination touches billions of lives and creates employment opportunities needed for economic growth. They're focused on a material, economic problem. Their platform is pre-emptive, proprietary, pivotal, and scalable. They carefully craft a brand, culture, and talent-management approach that supports the mission. They focus on a rigorously defined set of value-creating metrics to guide which have a direct and immediate influence on entrepreneurship.

The session was followed by a Q & session. Students, faculty members of DJAME, and other institutions took part in this interaction initiative.



Director



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