

# **UG DEPARTMENT OF COMMERCE WITH INTERNATIONAL BUSINESS REPORT**

**OF THE EVENT - IQAC/2023-24/AUG/074**

## **THE INAUGURATION OF STARTUP – “LYCHEE MART”**

The UG department of commerce with International Business in association with the Entrepreneurship Development Cell jointly organized the Inauguration of "**LYCHEE MART**" on August 25, 2023, at 2.00 PM in C-Block Room No. C: 206.

On this occasion, the Lychee Mart has been inaugurated by Dr.R.Muthukumaran, Principal, NGM College, Pollachi, in the presence of Prof. Dr. P. Bruntha, Head, PG and Research Department of Commerce; Dr. S. Saravanababu, Dean Academic; Dr. S. Umopathy, Dean Research; Dr. G. Vignesh, Head, PG Department of Commerce with International Business; Dr. N. Bhuvaneshkumar, Head of the UG Department of Commerce with International Business; Dr. Nirrmala Sathish, EDC Co-Coordinator; and her team.

Selvan. S. Abdul Sameer and Selvan D. Prabakar, III-B.Com International Business students, have created and distributed a variety of flavored tea items under the brand name "**ROYAL GOLD**" under the roof of Lychee Mart.

UG and PG Departments of Commerce with International Business Heads and Faculties, Heads of Various Departments, and Faculty from Other Disciplines attended this event and purchased tea items to encourage the fledgling entrepreneur.

Encl: Invitation and MSME Certificate



Dr.R.Muthukumaran,Principal,inauguratesthe"LYCHEEMART"startup.



Lychee Mart entrepreneurs make their first sale to the Institution's Leader.