# FACULTY OF MANAGEMENT

Faculty of Management, SRM Institute of Science and Technology, Kattankulathur campus is an agile and one of the top B-Schools in India, with superior and scholarly learning environment, strong industry-academic collaborations, and a diverse & inclusive ecosystem. It nurtures its business graduates to reach the realm of success. The Faculty of Management offers three BBA, nine MBA, and Ph.D. The following programmes are offered in MBA: Healthcare and Hospital Management, Banking & Financial Services, Artificial Intelligence & Data Science, Digital Marketing, Business Analytics, and MBA General. It offers dual specialization in Marketing, Finance, HRM, Systems, and Operations.

# ABOUT SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

It is a premier Education & Research University in India, with over 52,000 full-time students and more than 3,200 professors across 5 campuses. SRMIST offers academically rigorous and industry relevant degree programs at the undergraduate, postgraduate, and doctoral levels in six faculties – Engineering & Technology, Management, Medicine & Health Sciences, Science & Humanities, Law, and Agricultural Sciences. SRMIST is globally rated as 'Four Star' University by renowned ranking agency QS, Times Higher Education (UK), and is given 'Diamond' Rating by QS-IGAUGE in the Indian context.

# ABOUT SSS

Swadeshi Shodh Sansthan, also known as the Swadeshi Research Institute, is a pioneering organization committed to the revival and promotion of Swadeshi principles in India. At its core, Swadeshi signifies self-sufficiency and the utilization of locally sourced resources and products to strengthen the nation's economy. The organization is dedicated to conducting extensive research and educational programs aimed at fostering awareness of Swadeshi values, sustainable living, and traditional Indian knowledge systems.

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Prof. Shivganesh Bhargava, Ph.D.
Dean, Faculty of Management SRMIST

## SSS TN CHAPTER REPRESENTED BY

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SSS Tamil Nadu Chapter Head

Dr. R. Vaidyanathan, Retd. Professor,
IIM Bangalore

Thiru M. S. Balasubramaniam
Chairman, Southern Regional Committee,
AICTE Innovation Centre
Govt. of India

Thiru Koushik Ramani, Managing Partner,
NetworkGain Consulting

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Dr. V.M Shenbagaraman, Professor
Chairperson-Systems, FOM, SRMIST

Thiru Vaidyanathan Chandramouli
Advisor Consultant and Trainer -
Enterprise Resilience & Sustainability

Thiru S Sundar Raman
Chartered Accountant

## SDG PARTNER, SRMIST

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Dean, Environmental Science, SRMIST

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Chairperson- Systems, FOM, SRMIST

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SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
FACULTY OF MANAGEMENT
&
CENTRE FOR RESEARCH IN ENVIRONMENT, SUSTAINABILITY ADVOCACY AND CLIMATE CHANGE (REACH)
IN ASSOCIATION WITH
SWADESHI SHODH SANSTHAN (SSS)

ORGANIZES

"DIGITAL CREATIVITY INNOVATION ON POVERTY ERADICATION"

17th OCTOBER 2024

## ABOUT THE EVENT

Swadeshi Shodh Sansthan Tamilnadu Chapter and Faculty of Management, SRM Institute of Science and Technology joins hands in exploring innovative ideas from college students through a 3- minute creative video that showcase business strategies, social entrepreneurship, and sustainable development models to help eradicate poverty. This competition commemorates World Poverty Eradication Day (October 17) .

## GUIDELINES FOR PARTICIPANTS

- The video must be original, newly created, and convey a clear message about poverty eradication.
- Participants can use animations, interviews, storytelling, or multimedia tools to present their ideas creatively.
- The video should focus on actionable solutions, feasibility, and potential scalability.

## FORMAT FOR VIDEO COMPETITION

- Duration: Students are required to create a 3-minute video/ Public Service Announcement/ Documentary.
- Objective: Showcase innovative ideas, projects, or business models on poverty alleviation.
- New Content Requirement: The video must be newly created for this competition and should have proper visual quality. Reused or previously submitted videos will not be accepted.

Categories:
1. Business Innovation: Videos highlighting new business models aimed at poverty reduction.
2. Entrepreneurship for Change: Videos demonstrating how entrepreneurial solutions can tackle poverty.
3. CSR Impact: Videos showcasing corporate initiatives that have made a difference in communities affected by poverty.

## REWARDS AND FUTURE OPPORTUNITIES

1. Awards and Recognition:
   - Winning Categories: Best Innovative Solution, Most Impactful Video, Best Scalable Idea
   - Exciting rewards include trophies, internships with organizations driving social impact, and exclusive mentorship for the most outstanding feature presentation.

2. Showcase and Exposure:
   - Video will be featured in university websites, social media, and key events.
   - Present your work to NGOs, businesses, and government bodies focused on poverty reduction.

## STUDENT COORDINATORS

HR Connector
Mr. Vishal Kumar K. K.
Mr. Ganesh Aravinth

Finance
Mr. Raja Hussain
Mr. Ganapathy Subramaniam

Operations
Mr. Suryaprakash
Mr. Gurusaravanan

Creative & Media
Mr. Benatic Sagayaraj
Ms. Maneesha Gandhi

PRO
Mr. Miruthul Krishna
Ms. Keerthana Kannan

Masters of Ceremony
Ms. Shruthi
Ms. Ritu Rathod

IN CASE OF QUERIES, CONTACT : 7904884667 , 9042164652

## KEY TOPICS TO BE COVERED IN VIDEOS

United Nations SDGs on Poverty:
GoaL1:End poverty in all its forms everywhere
Goal 2: Zero hunger
Goal 8: Decent work and economic growth
Goal 10: Reduced inequalities

Video presentation should include:
- Social Entrepreneurship and Microfinance:
  - Entrepreneurship and microfinance empower individuals to escape poverty through sustainable financial solutions.
- Inclusive Business Models:
  - Businesses can uplift marginalized communities by integrating them into supply chains or offering employment opportunities.
- CSR in Action:
  - Companies drive poverty eradication through strategic initiatives and community engagement.
- Technology's role in Poverty Eradication:
  - Tech solutions like apps and platforms help tackle poverty by improving access to education, healthcare, and financial services.

To register for the competition click here *
"https://shorturl.at/iMFz9"

To join the WhatsApp group click here *
"https://shorturl.at/AEEf9"

LAST DATE TO SUBMIT: 15th OCTOBER 2024