

LKP ACADEMY

Magazine



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Dr.R.Shanmuga Priyan

DIRECTOR OF MRKR COMMUNICATIONS PRIVATE LIMITED

**Business Activity: Engaged in ISP
(Internet Service Provider)
Networking Services, FTTH and Digital
Cable TV Operating Service.**





Explore Dr.R.Shanmuga Priyan

Internet is a beacon of hope through which knowledge is produced; the internet is that link that connects people who have lost touch; the internet is that medium through which development is possible. Understanding the importance of the internet,

Dr.R.Shanmuga Priyan started his own business in Internet Service Provider (ISP).

Through hardship and a series of trials and errors, he has reached a place where he can say proudly that he has become a source of faith for society. Working constantly hard to reach the domain where every one around him seeks him as a role model, Dr.R.Shanmuga Priyan developed a set to succeed. After completing his degree in Film Making and Television Production at Subbalakshmi Lakshmi Pathy College of Science, Madurai, he continued to proceed with the PG degree in M.Sc Visual communication from the same college. His studiousness and a keen mind to establish his enterprise landed him with several good opportunities, which got him to where he is now.

From an event manager in the early days to formulating a scheme called PMYGP to the final development that would lead him to success, the task of an ISP was taken as an essence for his enterprise.





THE ULTIMATE LIST OF ACHEIVEMENTS

Honorable Prime Minister and Vice President Congratulate Our Student for Entrepreneurial Achievement

It was a moment of immense pride and honor for our institution when our student, Dr. R. Shanmuga Priyan, M.Sc. Visual Communication, received national recognition for his entrepreneurial venture MRKR Communications Pvt. Ltd.. This achievement not only reflects his vision, dedication, and innovative spirit but also showcases the exceptional caliber of our students.

On April 11, 2018, the Honorable Prime Minister of India, Sri Narendra Modi, expressed his appreciation for

Dr.R.Shanmuga Priyan's inspiring initiative. Deeply impressed with the innovative approach and potential of MRKR Communications Pvt. Ltd., the Prime Minister personally tweeted his admiration and extended his blessings, encouraging the young entrepreneur to continue his journey with the same determination and passion.

Adding to this moment of glory, the Honorable Vice President of India, Sri M. Venkaiah Naidu, also conveyed his heartfelt congratulations. His words of encouragement highlighted the importance of youth-led innovation and entrepreneurship in shaping the nation's future.

MRKR Communications Pvt. Ltd., founded by

Dr.R.Shanmuga Priyan, is a dynamic and forward-thinking company committed to delivering creative and impactful communication solutions. Through his venture, he has demonstrated that with vision, hard work, and a commitment to excellence, young Indians can create enterprises that stand out at the national level.

This recognition from the country's highest leaders is not only a personal achievement for Dr.R.Shanmuga Priyan but also a proud milestone for our institution. It inspires every student to dream big, work hard, and contribute meaningfully to society. We believe that his journey will motivate many aspiring entrepreneurs to pursue their ideas with courage and conviction.

We extend our heartfelt congratulations to

Dr.R.Shanmuga Priyan and wish MRKR Communications Pvt. Ltd. great success in its future endeavors. His accomplishment is a shining example of how talent, innovation, and dedication can bring national pride and recognition.

Prior to launching his own enterprise, Dr.R.Shanmuga Priyan M.Sc is a graduate who was working for a Network services company that deals in ISP (Internet Service Provider)Data Networking and Digital Cable TV Operating Systems. While he felt confident that he had gathered the experience to run his own company, he was unable to garner adequate funds to start a business venture. He was also aware that he was unable to provide any collateral or guarantees that would enable him to secure a loan. After hearing about the PMMY scheme, he has approached Canara Bank's Tallakulam Branch and requested a loan. Considering his knowledge in the area in which he wanted to set out a business, the branch manager sanctioned a collateral free loan to him under the Mudra Yojana. Today Dr.R.Shanmuga Priyan runs a ISP (Internet Service Provider) Networking and Cable Operating Services business named MRKR COMMUNICATIONS PRIVATE LIMITED in the Tallakulam, Madurai. He provides Internet (FTTH), Digital Cable TV and Network connections to the households and corporate offices in and around the area and collects a monthly fee, in exchange. He is able to earn 25,000 per month, after meeting his loan repayment installment and other expenditure, including paying salaries to 3 people he has employed. Mudra Loans and the FTTH Service connections have indeed enabled a seamless transition to a better future for Dr.R.Shanmuga Priyan, M.Sc.

INFLUENTIAL PERSONALITIES OF INDIA 2020

Dr. R. SHANMUGA PRIYAN



Dr. R. Shanmuga Priyan, an M.Sc (VisCom) graduate from Madurai is a true example of growing and nevergiving up one one's dreams. He completed his graduation in B.Sc Film-making and TV Production at Subbalakshmi Lakshmi Pathy College of Science in Madurai. He, then, finished his Post Graduation in M.Sc in Vis Com from the same college. However, Priyan always had his heart in becoming a job giver than a seeker. This dream of his led him to come up with his business of being an Internet Service Provider. His aim was to introduce the Internet Service in Madurai and nearby rural areas. However, what was blocking him from starting his business was lack offunds. However, he learned about the PMYGP scheme introduced by the government soon and got a loan of Rs. 3 lakh under the scheme, which was sanctioned Syndicate Bank, Madurai. Priyan was still completing his graduation when he decided to set up his own company and even got help from his college's entrepreneur cell. During his PG, he successfully set up his own Internet

STRONG WILL HELPED HIM GET AHEAD:

With his will set on establishing his business as Private Limited, adheringto the Companies Act 2013, Mr.Priyan got the trademark for his unique identification. From there, his enterprise got to be known as " MRKR Communications ", and it still going strong. "On 22nd August of 2016, under the Companies Act 2013, I got the GST, PAN Number, Trademark for unique identification for my company thus, the "MRKR Communications" has Been started". With the DIC's help to gather important information about the NEED's and MUDURA YOJANA and accumulating that knowledge with the course on entrepreneurship development furnished by MSME Set his mind that he wanted to be a job creator and not to be a job seeker; Mr.Priyan got what he Wanted through hardship and patience. He understood what he needed to do to make his enterprise run its course smoothly.

Young Acheiver:

Dr. R. Shanmuga Priyan is a remarkable young entrepreneur who has carved a unique identity in the field of media and communication. A postgraduate in M.Sc. Visual Communication, he translated his academic insights into real-world innovation by founding MRKR Communications Pvt. Ltd., a forward-thinking startup that reflects his passion and purpose.

With a keen eye for creativity and a strong sense of leadership, Dr. Shanmuga Priyan has turned challenges into opportunities, pushing boundaries in the digital and visual communication space. His journey showcases the power of youth-led innovation and the impact of clear vision and dedication.

Recognized for his entrepreneurial success and creative excellence, he continues to inspire aspiring professionals across disciplines. Dr. R. Shanmuga Priyan exemplifies the modern spirit of innovation, resilience, and social impact through business.

The Essence of his Enterprise :

Starting his business as early as in the school days, Mr. Priyan entered into the business realm by starting his day as a PA System and Event Manager. After done with this in the school he approached the District Industry Centre to provide him with a loan so that his scheme, PMYGP, can be funded.

After getting the syndicate bank's money help, he sought his college's

"Entrepreneur Development cell" has guidance. He Started executing his plan through their help. However, he changed his route and started to initiate his business as an Internet Service Provider (ISP) in his PG days. At the time of PG, I decided to start up an Internet Service Provider (ISP) business of My own. His passion for getting ahead in the game was ignited by the scheme Launched by the Central Government. The initiation, called "Digital India", wanted to establish a pace where The internet will be provided. The initiation of FTTH helped him get the nudge he needed to start this business as an Internet Service Provider (ISP) in rural areas in and around Madurai



HIS ENCOURAGEMENT:

His mind set was his encouragement that kept him going. The most crucial, aspect that made him where he is today despite facing hurdle's is one sentence. It enabled him to venture where every few reaches. It helped him to achieve what many only dreams off.

Now he is a quite a role model to our society, family and for my friends. "This work pressure and Commitments gives me enormous energy to proceed my further works."

"I always wanted to be a job creator, not a job seeker".

"I want to Grow; I must Grow, I Will Grow."

Well, that's my motive.



PMO India  @PMOIndia · 1h

I wanted to be a job creator not a job seeker, says Shanmuga Priyan. He is providing Internet services in rural areas of Tamil Nadu. He also narrates how Mudra has had a positive impact in his life.





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