

### **7.3 Institutional Distinctiveness**

PSGR Krishnammal College for Women has as its Founder Visionaries' Motto " Educate to Empower", which is at the core of its very rationale of existence. It was established in 1963 to cater to the educational needs of women in the realm of Higher Education. And the Management wished to contribute to the social weal , by being an impetus providing holistic education that would uplift women into independent, capable, economically empowered citizens who can be leaders of change in their own focal areas of involvement be it in the industry as entrepreneurs, Administrators in the Government service, Educators nationwide, Wing Commanders in the Army, Philanthropists serving a cause to improve the lot of their brethren ,artistes and so on.

The institution has taken one area to focus upon, in its directive to, as focussed in its vision, " To create and promote an equitable society by empowering the young through education." This one area where it has sought to build a strong foundation, providing the required knowledge, know how, skills, training and opportunity is that of ENTREPRENEURSHIP.

Entrepreneurship is one area where the involvement and participation of women is comparatively low due to the earlier patriarchal inclination of the society which was unable to encourage women in the business arena . It was a glass ceiling that had to be broken and the institution has geared its resources to do the same through a plethora of proactive programs on many levels.

The steps to mould women as able entrepreneurs begins with a mandatory Foundation Course in Entrepreneurship that is common for all Undergraduates, along with other common courses such as Value Education, Environmental and Women Studies, Gandhi and Ambedkar Studies and General Knowledge. This is in line with the Strategic Concept of " Educating to Empower by fostering learning to bring about equity in the society".

The institution has constituted a well organized E- Cell to promote Entrepreneurial workshops for faculty and students to increase their knowledge and skills in the many facets of entrepreneurial acumen. It also funds selected student initiatives worthy of funding. The entrepreneurs are guided through the several stages of setting up their business to the time where they are able to break even , succeed and realize profits from their ventures. This increases their confidence to go on to bigger budgets and plans in the real time scenario.

The concept of Campus Company is able to give opportunities to serious teams of entrepreneurs who are given free space for 2 years to set up their profit making business and experiment on campus. A successful boutique run by students called ‘ Magical Shades ‘ has run profitably as well as a tailoring unit too. B.Voc Courses in Garment Designing and Beauty Therapy help create employment. Vogue & Style is yet another Campus company which offers a personalized tailoring unit.

The Rural Women Technology Park at Annur goes beyond campus to fulfill the Mission statement of the college that seeks to “...Empower the underprivileged in our communities through access to quality education...” Training is extended to rural women by giving them entrepreneurial knowledge and skill sets necessary to set up a small scale or cottage industry. Self Help Groups of women are also trained. Thus the Value of the Institution ,” To build a strong, equitable, environmentally sustainable and functioning society through education ‘ is achieved. Future Plans of an Incubation Centre is also in progress.

**The details regarding the entrepreneurial activities carried out in our campus during the academic year 2018 -19 are summarized below.**

**Entrepreneurship Activities conducted 2018 -19 List and report**

SNo	Activity	Duration	Participants	
			Male	Female
1	Business Workshop for women Entrepreneurs	10 <sup>th</sup> Oct 2018		51
2	Journey as a Chocopreneur -Talk	18 <sup>th</sup> July 2018		75
3	Basic Practicum Activity- Movie	31 st July 2018		80
4	Entrepreneurship Current Affairs	31 st July 2018		80
5	National Level Workshop on Entrepreneurial Competencies	19 <sup>th</sup> Sept and 20 <sup>th</sup> Sept 2018		50
6	FDP programme on "Introduction to	26 <sup>th</sup> July 2018		40

	Entrepreneurship"			
7	E-Talk Session	10 <sup>th</sup> Jan 2019		75
8	Entrepreneurship Jeopardy-Quiz	19 <sup>th</sup> Feb 209		90
9	Think With The Box - Creativity	20 <sup>th</sup> Feb 2019		90
10	One Dollar Venture	20 <sup>th</sup> Feb 2019 and 21 <sup>st</sup> Feb 2019		90
11	Faculty Developmental Programme on Entrepreneurship	October 3 <sup>rd</sup> to 15 <sup>th</sup> October 2018	5	15
12	<b>ENTREPRENEURSHIP AWARENESS CAMP I.</b>	16 <sup>th</sup> Aug to 18 <sup>th</sup> Aug 2018		96
13	CAMP II	28 <sup>th</sup> Aug to 30 <sup>th</sup> Aug 2018		98
14	CAMP III	04.09.2018 to 06.09.2019		81
15	CAMP IV	18 <sup>th</sup> Sept 2018 to 20 <sup>th</sup> Sept 2018		94

The department of B.Com (e-com &SF) has organized the “**Business Workshop for women Entrepreneurs**” on the topic “**Skills for launching and managing business problem solving for Women Entrepreneurs**” held on 10<sup>th</sup> Oct 2018 in conference Hall.

In this workshop, a 51 women entrepreneur has participated in the workshop at different kinds of business. The motivational speech given by Dr. R. Chandrasekhar, Dean, School of

Business, Kalasalingam University, Krishnan kovil. His speech is to encourage bringing in their own specific projects to work on and how to develop entrepreneurship style that fits their goals, resources and the environment. He covers the main concepts and structures of women entrepreneurship from a gender point of view and various factors and policies affecting entrepreneurship process.

He thought that how to identify several elements impacting the gender gap in entrepreneurship, and which methods and strategies can help how to overcome such gap. He mainly focuses on improving the economic opportunities for women starting, formalizing, or expanding their businesses. He gave some practical exercises to try various solutions and tools to overcome the burdens against women success in entrepreneurs. He provided some real world cases to work on in the form of group activities in the class to become familiar with the most essential components of entrepreneurship including but not limited to financing, policy development, business development services, market success, advertisement, and many more.



In this workshop, the participants have gained knowledge about the economic opportunities for women starting, formalizing, or expanding their businesses. This workshop helps them to understand the potential gender barriers in entrepreneurship and they learned how to develop the entrepreneurship style that fits their goals, resources, and the environment. In this participation, as many women entrepreneurs taking up full time business as their career. In this workshop they identify how to develop their business model based on their view, mission, goals, and culture.

## **ENTREPRENEURSHIPCELL**

Mr.ArunViswanathan, Co-Founder of DND Foods,gave an Entrepreneurial Talk by the speaker regarding his Journey as a Chocopreneur at Chandra Seminar Hall was held from 11.00AM-1.00PM.He ended the session leaving the students intrigued and inspired as ever.The Inaugural Session was attended by the I<sup>st</sup>year members and II<sup>nd</sup>year members of the club.



## **ACTIVITIES FOR THE SEMESTER**

### **PRACTICUM ACTIVITY**

#### **❖ LETS WATCH A MOVIE SESSION**

A motivational and inspirational movie was screened as a part of the Basic Practicum Activity.

#### **❖ PRESENTATION OF THE BEST ENTREPRENEURSHIP CURRENT AFFAIRS**

An activity related to Entrepreneurship Current Affairs was also conducted where the students were asked to present an informative current affair related to Entrepreneurship. The student with the best current affair was awarded.

These events were held on 31.07.2018 at Chandra Seminar Hall from 1.00PM - 3.00PM.The session was attended by I<sup>st</sup> year members and II<sup>nd</sup> year members of the club.



## STUDENT PARTICIPATION

### PARTICIPATION BY E-CELL MEMBERS IN VARIOUS EVENTS

#### ❖ ENTREPRENEURSHIP BOOT CAMP

The students of E-Cell participated in an Inter-Departmental two days National Level Workshop on Entrepreneurial Competencies organised in the college on 19.09.2018 and 20.09.2018. A speaker from NIESBUD addressed the sessions. Various experiential and real time activities related to Entrepreneurship were conducted. At the end of the session, the students were equipped about the Entrepreneurial skills. 50 students from E-Cell attended the camp.



## FACULTY DEVELOPMENT PROGRAMME



E-cell has conducted one-day FDP programme on "Introduction to Entrepreneurship" for the faculty members on 26th July 2018. The distinguished guest was Dr. Savitha Nair, Associate Professor, GRG School of Management Studies and she handled the session by sharing her versatile thoughts and experience.



## **E-TALK SESSION**

❖ The E-Talk Session was held on 10.01.2019 and the speaker was S.R.Nandhakumar, Advocate, Patent and Trademarks Agent.



## **E-WEEK COMPETITIONS**

### **❖ ENTREPRENEURSHIP JEOPARDY**

A basic practicum activity and a highly interesting quiz game was held on 19.02.2019 for the I<sup>st</sup> year E-Cell Members.



### **❖ THINK WITH THE BOX**

A highly innovative basic practicum activity which showcases out of the box thinking ideas of the students was held on 20.02.2019 for the I<sup>st</sup> year E-Cell Members.





### ❖ ONE DOLLAR VENTURE

A practical entrepreneurial activity, where the students started their venture on 20.02.2019 and ended it by 21.02.2019 and the students actively participated.

### **Faculty Developmental Programme on Entrepreneurship**

**Sponsored by National Science & Technology Entrepreneurship Development Board (NSTEDB)**

**Department of Science & Technology, Government of India, New Delhi**

**October 3<sup>rd</sup> to 15<sup>th</sup> October 2018**

PSGRKrishnammal College for Women organized a 2-week *Faculty Developmental Programme on Entrepreneurship, from 3<sup>rd</sup> October to 15<sup>th</sup> October 2018*. The objective of the programme is to equip the faculty from Engineering, Management, Science and Technology Institutes to evangelize, motivate and inculcate entrepreneurship traits in students. This programme was

sponsored by the National Science & Technology Entrepreneurship Development Board (NSTEDB) and supported by Entrepreneurship Development Institute of India, Ahmedabad. Twenty faculty members from science and technology institutions attended the FDP, aimed at nurturing and mentoring entrepreneurship among students. The sessions was meticulously planned to cover all aspects of Entrepreneurship by very resourceful experts from the Industry and Academia. In addition, the FDP participants also went out on a field visit for practical exposure. All this provided a platform for them to understand the values of entrepreneurship development and network with real-time entrepreneurs.



## **ENTREPRENEURSHIP AWARENESS CAMPS**

### **EAC I**

Date of Commencement of the programme : 16.08.2018

Date of completion of the programme : 18.08.2018

No. of participants : 96

**EAC II**

Date of Commencement of the programme : 28.08.2018

Date of completion of the programme : 30.08.2018

No. of participants : 98

**EAC III**

Date of Commencement of the programme : 04.09.2018

Date of completion of the programme : 06.09.2018

No. of participants : 81

**EAC IV**

Date of Commencement of the programme : 18.09.2018

Date of completion of the programme : 20.09.2018

No. of participants : 94