



Entrepreneurship Development Cell Report Academic Year: 2020-21

S No	Date	Details of the Programme
1	03.08.2021 to 24.08.2021	AICTE sponsored Online Short-Term Training Programme (STTP) on 'Entrepreneurship Development' was conducted in 3 batches, with a funding of Rs. 2,66,768. Batch 1 was conducted during 3 - 8 August 2020; Batch II during 10, 12 - 14 and 17 - 18 August 2020 and Batch III during 17 - 21 and 24 August 2020. 138 participants from all over India attended the programme
2	28.08.2020	The selection process of ED Cell Coordinators from II MBA was conducted. The selected coordinators were - Ms Noorussabha Bano I (II MBA Section I) and Ms Sugirtha V (II MBA Section II).
3	29.08.2020	Ms Gowri Madhusudhanan, Co-founder, Seeragam - The Native Store, addressed the ED cell students on the topic 'In Harmony with Nature: The Story of an Agripreneur'.
4	01.09.2020 to 05.09.2020	An Online Course on 'Social Entrepreneurship' was conducted for the students and faculty members of Universiti Malaysia Pahang, Malaysia, and the students of GRGSMS and PSGRKCW. The sessions were handled by external and internal resource persons. The external resource persons were Ms Hemalatha Annamalai, Founder, Amphere Vehicles; Ms Rajashree Natarajan, CEO, Cognizant Foundation; Mr Padmanabhan Gopalan, Founder, No Food Waste; and Dr Madhuri Ravindra Kumar, Head - CSIM. The

		internal resource persons were Prof S Balasubramanian, Director, GRGCAS; Dr P Sadhasivam, Director; Dr Savitha Nair, Associate Professor; and Dr B Sripirabaa, Associate Professor. 39 participants attended the programme.
5	10.10.2020	Ms Kalpana Sekar, Co-founder, Biblubox, addressed the students of Entrepreneurship Development Cell of GRGSMS and PSGRKCW on the topic 'Building a Successful Online Business'.
6	04.11.2020 & 05.11.2020	Dr Savitha Nair, Associate Professor, and Dr R Initha Rina, Assistant Professor, acted as resource persons during the two-day Entrepreneurial Awareness Programme on 'Building Business Model' organized by Kongu Arts and Science College, Erode.
7	7.11.2020	Mr Karthikeyan Jawahar, Director, Karma Innovations & Solutions Pvt Ltd, delivered a talk on 'The Value of Innovation in Entrepreneurship'.
8	25.11.2020	An online programme on 'Social Entrepreneurship' was conducted for the students of Swinburne University of Technology, Australia. The resource people were Prof S Balasubramanian, Director, GRGCAS; Dr Savitha Nair, Associate Professor; and Mr Padmanabhan Gopalan, Founder - No Food Waste. 28 students participated in the programme.
9	01.12.2020	An online programme on 'Social Entrepreneurship' was conducted for the students of CETYS University, Mexico, and San Diego State University, USA. The resource people were Prof S Balasubramanian, Director, GRGCAS; Dr Savitha Nair, Associate Professor; and Mr Ramesh Chandran, Founder, Bio Basics. 12 students participated in the programme.
10	17.12.2020	Dr R Initha Rina, Assistant Professor, acted as the resource person for a webinar on 'Entrepreneurial Mindset and Business Idea Generation' organized by Sri Krishna Adithya College of Arts and Science, Coimbatore.

11	19.12.2020	An Entrepreneurship Awareness Programme was conducted for the students of I MBA and PGDMFS. As a part of the programme, 2 E Talks were conducted. Mr Vasukumar Nair, Startup Coach, Founder & CEO, Vridhi Techno Farms Pvt Ltd, addressed the students on the topic 'How to spot opportunities?'; and Ms R K Sonika (Class of 2016), Partner, Aaral Exports, addressed the students on the topic 'My Entrepreneurship Journey'. Dr Savitha Nair, Associate Professor, and Dr R Initha Rina, Assistant Professor, also handled sessions during the programme.
12	20.12.2020	CIIED poster making competition was held on the theme 'Innovation'. Out of the 17 entries received, 3 best posters were awarded with certificates. The winners were Krishnapriya R B - I MBA, Nithiya Varshini V U - I BBA and Jagani P - I MBA.
13	09.01.2021	Ms B Kayalvizhi, Assistant Director, MSME Development Institute, Coimbatore, addressed the students of ED Cell on the topic 'Procedures and Schemes for MSMEs'.
14	19.01.2021 to 23.01.2021	An online programme on 'Social Entrepreneurship' was conducted for the faculty members of CETYS University, Mexico. The programme was of about eight hours duration, divided into four sessions of two hours each. The resource persons were Prof S Balasubramanian, Director, GRGCAS; Dr Rajeev Kamineni, Course Coordinator & Facilitator, University of South Australia; Dr Navin Kartik, Professor, Columbia University; Mr Ramesh Chandran, Founder, Bio Basics; Dr Savitha Nair, Associate Professor; and Dr B Sripirabaa, Associate Professor. About 26 faculty members from the Social Science, Engineering and Management Schools of CETYS University participated in the programme.
15	29.01.2021	Dr Savitha Nair, Associate Professor, handled a session on 'Preparation of Business Model Canvas' to the students of St

		Thomas College, Thrissur, as a part of the Programme on 'Innovation Development' organized by the institution.
16	30.01.2021	The selection process of ED Cell Coordinators from I MBA and PGDMFS was conducted. The selected coordinators were: Ms Bhuvaneshwari U (I MBA Section I); Ms Sruthi V (I MBA Section II); and Ms Sowmiya R (PGDMFS). The Assistant Coordinators were: Ms Swetha V S (I MBA Section I) and Ms Nivethitha P (I MBA Section II).
17	04.02.2021 & 09.02.2021	Dr Savitha Nair, Associate Professor, and Dr S Kavitha, Associate Professor, acted as resource persons during the DST sponsored six weeks online programme on 'Entrepreneurship Development Training for Repair and Maintenance of Solar based Power supply, Inverter and UPS among Rural People' under the Technology Based Entrepreneurship Development Programme (TEDP scheme) organized by Hindustan Institute of Technology, Coimbatore.
18	05.02.2021 & 10.02.2021	Dr Savitha Nair, Associate Professor, and R Initha Rina, Assistant Professor, acted as resource persons during the DST sponsored four weeks online 'Women Entrepreneurship Development Programme (WEDP) on Food and Dairy Processing' organised by Mannar Thirumalai Naicker College, Madurai.
19	20.02.2021 to 22.02.2021	The annual flagship event, Feb Fiesta 2021, was conducted during 20-22 February 2021 in the online mode. The theme for the event was - DigiCart: Digital Business Ensembles. 17 student teams participated in the event. The overall sales at the end of the 3 rd day was Rs 2,83,907 with a total of 539 transactions. transactions. During the valediction of the event, two teams were announced as winners. The team with highest turnover was 'Casablanca' with a total turnover of Rs 77,106. The team with highest visibility and reach was 'Eco Shop' with a total of 97 transactions. Three alumnae

		entrepreneurs also showcased their products online on the final day of the event.
20	26.02.2021	Feb Fiesta 2021 Debriefing Session was held. Mr Karthikeyan Jawahar, Director, Karma Innovations & Solutions Pvt Ltd, acted as the external evaluator. The student teams presented their overall experience, strategies, challenges and learning during the session. Based upon the presentations, team 'Spice Hut' was awarded as the best team in entrepreneurial thinking and action.
21	06.02.2021 to 27.03.2021	An online programme on 'Social Entrepreneurship' was organized for the students of CETYS University during February and March 2021. The resource persons were Prof S Balasubramanian, Director, GRGCAS; Dr P Sadhasivam, Director; Mr Dinesh Manickam, No Food Waste; Dr Savitha Nair, Associate Professor; and Dr B Sripirabaa, Associate Professor. About 20 students from CETYS University and their partner institutions attended the programme.
22	10.02.2021 to 12.02.2021	An Online Programme on 'Social Entrepreneurship' was conducted for the undergraduate students of Nottingham Business School. The resource persons were Prof S Balasubramanian of GRGCAS; Mr Ramesh Chandran, Founder, Bio Basics; and Dr Savitha Nair of GRGSMS. About 20 students attended the programme.
23	12.06.2021	Ms Sindhu Arun, Founder and Chief Food Care Officer, Agripro Industries, addressed the students on the topic 'Entrepreneurship Opportunities in Agro-based products'.