



ED Cell Report 2021-22

| S No | Date | Programme |
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| 1 | 10 June 2021 | Dr Savitha Nair, Associate Professor, presented the proposal for the establishment of 'Atal Community Innovation Centre' at PSGR Krishnammal College for Women, during the Virtual Assessment Pitch organized by Atal Innovation Mission. |
| 2 | 21- 24 June 2021 | Dr Savitha Nair, Associate Professor, joined as a Startup Advisor and Mentor in the 'Global Startup Advisor Community', a flagship initiative of Wadhvani Foundation, and attended the onboarding meetings. |
| 3 | 28 July 2021 | Dr Savitha Nair, Associate Professor attended an Orientation Session for Startup Advisors organized by the Wadhvani Foundation for National Entrepreneurship Network (NEN) Programmes. |
| 4 | 28-29 July 2021 | Dr S Allimuthu, Associate Professor attended a Virtual Industrial Motivation Campaign on 'Prospects and Opportunities for Young Entrepreneurs' Organised by Ministry of Micro, Small & Medium Enterprises, Government of India and The Coimbatore District Small Industries Association (CODISSIA). |
| 5 | 30 June - 30 July 2021 | Dr R Initha Rina, Assistant Professor completed the Innovation Ambassador Training (Foundation Level) conducted by MoE's Innovation Cell & AICTE through online mode |
| 6 | 4 Aug 2021 | Dr Savitha Nair, Associate Professor, attended an online session on 'Start Me Up! Mentor Days' by Wadhvani Foundation - National Entrepreneurship Network |

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| 7 | 18 Aug 2021 | Dr Savitha Nair, Associate Professor, attended an online session on 'How Mentoring helps make Startups fundable?' by Ajeeth Khurana, Startup Advisor, organized by Wadhvani Foundation - National Entrepreneurship Network |
| 8 | 24 Aug 2021 | ED Cell Membership and Interest Survey was conducted and the new ED Cell list was created for II MBA students |
| 9 | 26 Aug 2021 | Five ED Cell students attended the TiE Women Coimbatore Pitch Competition Finale |
| 10 | 28 Aug 2021 | As a part of E - Talk series, Mr Pradeep Yuvaraj, Managing Director and Chief Storyteller, Prezantim Creative Services India Pvt Ltd., addressed the students on the topic "Entrepreneurship 101 - 100 reasons why you should not be an entrepreneur and the only 1 reason you should be!". The session was attended by 169 students and 4 faculty members. |
| 11 | 14 Sep 2021 | ED Cell Coordinator Selection process was conducted. Interested students were asked to submit self-nomination forms followed by personal interview. The following students were selected as the ED Cell coordinators for 2021-22: <u>II MBA Section I</u> <ul style="list-style-type: none"> • ED Cell Coordinator- Ms Bhuvaneshwari U • Assistant Coordinator- Ms Saumya K G <u>II MBA Section II</u> <ul style="list-style-type: none"> • ED Cell Coordinator- Ms Nivethitha P Assistant Coordinator- Ms Shivashree V |
| 12 | 15 Sep 2021 | An Entrepreneurship webinar was organized for the students and alumni of B Voc programmes and ED Cell. Mr G K Shrinivas, Partner, Karthikeyan & Jayaram Chartered Accountants, Coimbatore, delivered a session on "Understanding GST and its Implications" and Ms B Kayalvizhi, Assistant Director, MSME Development Institute, |

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| | | Coimbatore, delivered a session on "Procedures and Schemes for MSMEs". The programme was attended by about 190 students and 15 faculty members |
| 13 | 21 Sep 2021 | Dr P Sadhasivam, Director, Dr Savitha Nair, Associate Professor, Ms G Praveena, Assistant Professor (Phy), Ms Nivethitha P, II MBA student and Ms Bhuvaneshwari U, II MBA student, attended the 'Growth Conclave' organized by Tamil Nadu Industrial Investment Corporation (TIIC) and Confederation of Indian Industries (CII) at Hotel Residency Towers, Coimbatore |
| 14 | 22 Sep 2021 | A Guest Lecture was conducted for the course 'Entrepreneurship' by Ms Sujaya Rao, Consultant and Startup Mentor, Co-founder- Future Edu, on the topic 'How to evaluate opportunities and build business models?'. She also evaluated the idea pitch by student teams during the session. |
| 15 | 25 Sep 2021 | As a part of E - Talk series, Ms Sharmila Selvakumar, Director, Vilfresh (Laymen Agro Ventures Pvt Ltd), addressed the students on the topic 'Emerging Opportunities for Agri Startups'. |
| 16 | 6 October 2021 | Dr Savitha Nair, Associate Professor, handled a session on 'CIIED- Entrepreneurship Initiatives' to the newly joined faculty of PSGRKCW, as a part of the Faculty Induction Programme organized by IQAC |
| 17 | Sep-Oct 2021 | A 16-hour online programme on 'Social Entrepreneurship' was conducted for the students of CETYS University, Mexico, and their partner institutions from 4 Sep to 23 October 2021. Prof S Balasubramanian, Chief Mentor, , Dr P Sadhasivam, Director, Dr B Sripirabaa, Associate Professor, and Dr Savitha Nair, Associate Professor, handled sessions during the programme. Mr Dinesh Manickam, Co-Founder & Executive Director, No Food Waste, also handled a session and shared his experience. |

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| 18 | 30 October 2021 | As a part of the ED Cell activities, a programme titled 'In Conversation with the Budding Entrepreneurs of GRGSMS: An Experience Sharing Session' was held. Five student entrepreneurs of II MBA and their businesses were featured during the programme. |
| 19 | 13 November 2021 | As a part of E Talk series, Ms Aysha Sanober, Managing Director, Ammara Exports, addressed the students virtually on the topic 'Being a Woman Entrepreneur: Overcoming the Challenges'. |
| 20 | 25 November 2021 | An International Guest Lecture was organized for the course, Business Plan Development, by Professor Ahmad Zakie Ahmad Shariff, Adjunct Professor, Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, on the topic 'Preparing Effective Business Plans' |
| 21 | 10 December 2021 | An Entrepreneurship Awareness Programme was conducted for the I MBA and PGDMFS students. Dr P Sadhasivam, Director, inaugurated the programme and spoke on the significance of entrepreneurship. Mr Vasukumar Nair, Startup Coach, Founder & CEO, Vridhi Techno Farms Pvt Ltd, addressed the students on the topic 'How to spot opportunities?'; Ms Ranjana Singhal, Managing Partner, That's Why Food, On the Go; Managing Director, Café Totaram Pvt Ltd; and President- TiE, Coimbatore, spoke on 'My Entrepreneurship Journey'; Dr Savitha Nair, Associate Professor, handled a session on 'Entrepreneurial Mindset and Competencies' and Dr R Initha Rina, Assistant Professor, handled a session on 'Venture Creation Process'. The session was attended by 125 students. |
| 22 | 31 January 2022 | Ms Uma Rajan, Founder and Partner, Autoplant System India Pvt Ltd, Mumbai delivered an E Talk on the topic 'My Entrepreneurial Journey: An Interactive Session' |