

ED Cell Report

Academic Year 2022-23

S No	Date	Programme
1	27-08-2022	E-Talk by Dr Radhika Meenakshi Shankar, Founder, Wise Owl Consulting, Hyderabad, was held on the topic "Kick-starting a Business Idea".
2	23-09-2022	E-Talk by Mr S Jagan, Director & Co-Founder - Kambaa Inc& CEO - Easy Daily, Coimbatore, was held on the topic 'Emerging Tech Startup Opportunities'.
3	15-10-2022	Entrepreneurship Awareness was organized for the I MBA and PGDMFS students. Dr Savitha Nair, Dean, GRGSMS, inaugurated the programme and delivered a session on the topic "Developing an Entrepreneurial Mindset". Ms B Vedavathy, Director, Interbind Technologies, Coimbatore, spoke on the topic "Generating Business Ideas"; Dr S Allimuthu, Associate Professor, GRGSMS, delivered a session on "Launching a New Business Venture"; and Mr Ramprasath Ramachandran, CEO, Strings Infinity, Coimbatore, spoke on "Building Sustainable Brands".
4	04-11-2022	Ms A Pavethra and Ms S Sridhula of II MBA along with Dr T Jayashree, Associate Professor, attended South India Digital Summit organized by TiE, Coimbatore.
5	09-11-2022	Ms Merlin Mary of I MBA (student entrepreneur & Co-founder, What a Whirl) delivered a session on the topic "My Story - A Motivational Session", at Sri Ramakrishna Arts and Science College for Women, Coimbatore.
6	10-11-2022	The ED Cell coordinators for the Academic Year 2022-23 were selected. The coordinators are: Ms B Sneha & Ms P Deepika of II MBA Section I; Ms R Mithradevi & Ms K SornaJothi of II MBA Section II; Ms J Merllin Mary & Ms R Vergin of I MBA Section I; Ms G Sandhya & Ms G Amitha of I MBA Section II; and Ms E Bavadarhini of PGDMFS.
7	18-11-2022	Student Entrepreneurs' Expo "Rising Stars" was organized at Golden Jubilee Auditorium. 12 student entrepreneurs participated in the programme and showcased various products like clothing, accessories, food, art & craft and event management businesses.
8	18-11.2022	Entrepreneurship Orientation Programme "Break the Barrier"

		was organized in association with Startup Tamil Nadu. Mr Selvakumar Varadharajan, Founder, VilFresh Laymen Agro Ventures Private Limited, Coimbatore, spoke on the topic “Business has no Gender” and Ms S Suganya, Project Lead, Startup Tamil Nadu, Regional Hub, Coimbatore, Tirupur and Nilgiris, spoke on the topic “Money is not a barrier to start Business”.
9	26-11-2022	Ms G Preethe of I MBA (Founder, Unifly Couture) was invited as the speaker at Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, and she delivered a session on the topic “Entrepreneurship- My Success Story”.
10	29-12-2022	E-Talk by Ms Kiruthika Kumaran, CEO & Founder - Vilvah, Coimbatore, was held on the topic "Entrepreneurship Journey of Vilvah".
11	20-01-2023	4 Student Entrepreneurs of II MBA spoke on the topic, “Sharing the Entrepreneurial Journey”. The 4 student entrepreneurs were - Ms R Mithraadevi (Founder, Wrapz & Ribbonz), Ms S Shridula (Partner, Sizzle), Ms A Pavethra (Partner, Sizzle) and Ms K SornaJothi (Founder, Magizhan Handmades).
12	3-2-2023 to 6-2-2023	Feb Fiesta 2023 was held virtually on the theme “Innospectra”. 20 teams of I MBA, II MBA, PGDMFS and 7 Alumnae entrepreneurs participated in the event. The businesses showcased include crafts, gifts, food, clothing, art, skincare, cosmetics, home décor, garden essentials, and health and fitness products. The overall turnover was Rs 4,71,000.
13	08-03-2023	Ms G Preethe of I MBA (Founder, Unifly Couture) was invited as the speaker at Kovai Kalaimagal College of Arts and Science, Coimbatore, and she delivered a session on the topic “Emerging Power of Women at Workplace”
14	09-03-2023	E-Talk by Mr S Shameer, Founder - IT Projects Media & Cogniquo and Co-Founder - By the Startups was held on the topic "Storytelling for Startups"
15	15-03-2023	7 students participated in Startup TN - Uimage Catalyst '23 organised by KPR Institutions