

# CHETTINAD COLLEGE OF ENGINEERING & TECHNOLOGY, KARUR

## ENTREPRENURSHIP DEVELOPMENT CELL (EDC)

### Annual Progress Report: 2021-22

#### 1. Guest Lecture Programme on How to Become a Dream Entrepreneur

**Resource Person:** Mr. Parthiban Veluchamy, Founder & CEO, Native Special Products Pvt. Ltd., Karur

The EDC and Department of Management Studies jointly organized a Guest Lecture Programme on How to Become a Dream Entrepreneur for 1st year MBA Students on February 10<sup>th</sup> 2021.



The keynote speaker spoke about his experiences as an entrepreneur. He outlined the processes for establishing a startup in great detail. He explained how to identify issues and link them to solutions. He discussed the lending process for new start-ups as well as the opportunities offered by the Native Angel Network (NAN) to entrepreneurs with creative ideas.

Our students were highly motivated by the session, and the event was really helpful in terms of developing entrepreneurial skills.

## **2. Orientation Program Entrepreneur - Success Story**

**Resource Person:** Mr. K. R. Nalluswamy, Managing Director, Orange Impex, Karur

Guest Lecture on Entrepreneur - Success Story for First MBA Students on 01.11.2021 from 10.30 AM to 12 Noon.



The chief guest has shared his 3 decades of entrepreneurial expertise with our students. He shared about the necessity of self - Discipline for a successful entrepreneur. He also shared about the risk taking ability, integrity & the importance of decision making skills. The students got inspired by our resource person & the session was very much informative.

### 3. CAMS BAZAAR

CAMS conducted "CAMS BAZAAR" on our campus on June 3, 2022. It was an event in which students exhibited different products for sale in stalls. Students were recommended to invest in a variety of potential business prospects and were advised to promote and market their business ideas through social media marketing, door hangers, and flyers.



The investment for the bazaar was contributed by the team members, and 25% of the profit earned by this activity was to be contributed to social activity and the remaining was to be shared by the team members.

Students were divided into six groups and given department head positions such as finance, marketing, operations, etc. Each team then created a business plan. On June 3, 2022, the bazaar was held in our CCET canteen, where all students were encouraged to shop. After the event, the teams were advised to present their balance sheet and business report to an external judge.

This platform helped motivate MBA students to expose their entrepreneurial skill sets to the outside world.