

CHETTINAD COLLEGE OF ENGINEERING & TECHNOLOGY, KARUR

ENTREPRENURSHIP DEVELOPMENT CELL (EDC)

Annual Progress Report: 2022-23

1. Workshop on A Start-Up Guide for an Emerging Entrepreneur

Resource Person: Mr.N.Murugesan, Assistant Professor Of MBA Chettinad College Of Engineering And Technology, Karur.

Entrepreneurship Development Cell organized Workshop on “A Start-Up Guide for an Emerging Entrepreneur” on 01-06-2022.



Mr.N.Murugesan delivered a session on start-up guide for an emerging entrepreneur for our third year students. He handled the topics like, what is a start-up and its types, characteristics, market insights, different schemes to support entrepreneurs etc. Finally, he suggested some government funding schemes for start-up to apply and get sanctioned.

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

2.Entrepreneurship Awareness Programme

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

On August 30th, 2022, an EDH-TN sponsored programme, Entrepreneurship Awareness Programme, was organised for the faculty members and final year UG students of all departments



Mr. Parthiban Veluchamy gave a presentation on Start-up Guide for an Emerging Entrepreneur. He discussed topics such as what a startup and entrepreneurship are, why a startup is necessary, and the distinctions between a startup and a cultural enterprise. He also suggested some government funding schemes for start-ups to apply for and get sanctioned.

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

3.A New Era in Digital Marketing – Orientation Session

Resource Person: K. Thiruganasambandan, Director, Visvelforte Marketing Pvt. Ltd., Madurai.

The EDC and department of management studies jointly organized the inauguration function for the 1 MBA students with a session on "A New Era in Digital Marketing" on September 28, 2022.



The chief guest, who is a powerhouse of knowledge, gave examples of how the subconscious mind functions. He also discussed automation in marketing, finance, and human resource management. He encouraged the students to acquire technical skills as well as some core skills to meet the future demands of the corporate world. He shared with the students his knowledge of the search engine and how it works. The session was interactive and very useful for the students.

4. Guest Lecture –Entrepreneur Success Story

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

The EDC & Department of Management Studies organised a guest lecture as a part of the orientation programme for the first-year MBA students on the topic Entrepreneur Success Story on October 8, 2022.



The chief guest shared personal stories about how he overcame difficulties and numerous challenges in his life. His narrative served as a great source of motivation for the students who wanted to become entrepreneurs. He emphasised the value of education and how important it is today. He also used passages from Napoleon Hill's classic work on self-improvement, Think and become wealthy, which encouraged students to adopt an optimistic outlook.

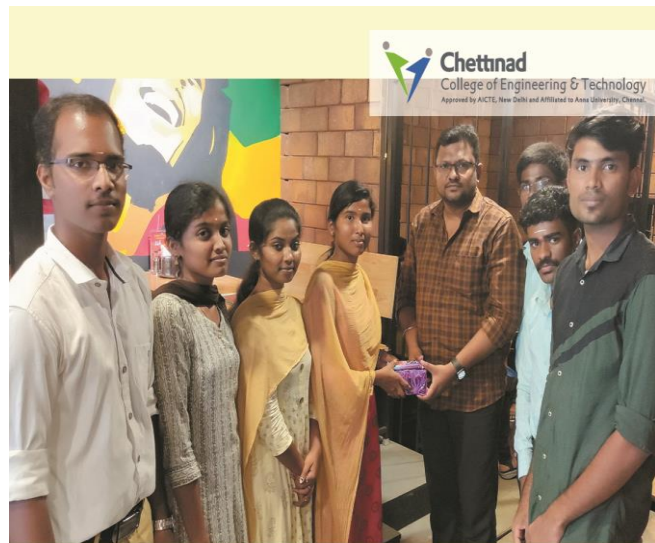
5. Entrepreneurship Meet

Entrepreneurs are individuals who successfully transform an idea from theory into reality. Executing an idea requires confidence, commitment, and determination. Learning what motivated an entrepreneur to take action toward implementing their ideas can help students evaluate their own ideas.

Established entrepreneurs often have relevant insights, experience, and advice they can share to help new entrepreneurs on their personal journeys. Interviewing entrepreneurs can help the students learn more about the steps they took to get where they are.



| MBA - MEETING THE ENTREPRENEURS |



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Our I-MBA students were divided into six teams of 10 students each. Each team identified a successful entrepreneur in Karur and nearby districts. They prepared the relevant questions to ask the entrepreneurs and interviewed them with the help of their respective mentors.

6. EDII-TN Sponsored “Entrepreneurship Awareness Programme

Resource Person: Mr. Raj Kumar, Senior Tax Consultant & Proprietor, Raaj & Co, Trichy & Karur.

To promote entrepreneurship among students, the Chettinad College of Engineering and Technology- Entrepreneurship Development Cell in association with UCE-BIT Campus HUB, Trichy organized Awareness Program on Tamilnadu Student Innovators 2023*" for all the department final year engineering students on 25-01-2023 from 10.30 am to 12.15 pm at C Block Seminar Hall. The Session was chaired by Mr. Raj Kumar,, Senior Tax Consultant & Proprietor, Raaj & Co, Trichy & Karur.



Mr. Raj Kumar started explaining the stages of TNSI competition and their stages and he also highlighted some successful entrepreneurs. He said innovation is the key for startup and he shared his success story of his Tax consultant company. He said identifying the social problems and giving solutions at minimum prize is the way to startup a business. Finally he suggested the way to get loans from banks. He also insisted the students to register in MSME and gave guidance to MSME registration.

This program motivated all the students to develop their skills and innovate new ideas and awareness on entrepreneurship. Totally 200 students attended the session.

7. Legal And Ethical Steps To Plan For A Start-up

Resource Person: Mr. S. Senthil, Founder and CEO of Senthil Associates, Karur

In order to promote entrepreneurship among students, Chettinad College of Engineering and Technology- Entrepreneurship Development Cell organised an Entrepreneurship Awareness Programme on "Legal and Ethical Steps to Start a Business" on April 5, 2023, in partnership with EDII-TN Sponsored, Anna University Chennai.

Mr. Senthil explained the stages of starting a business and spoke about some successful entrepreneurs. As he discussed his success story, he stressed the importance of innovation for start-ups. Several government schemes and structures are in place to assist new entrepreneurs and to provide them with legal and ethical guidance. Last but not least, he recommended ways to get bank loans.



All 200 students who attended were motivated to develop their skills, innovate new ideas, and become aware of entrepreneurship through this programme.