

CHETTINAD COLLEGE OF ENGINEERING & TECHNOLOGY, KARUR

ENTREPRENURSHIP DEVELOPMENT CELL (EDC)

Annual Progress Report: 2023-24

1. My Story – “Motivational Session by Successful Innovators”

Resource Person: M. Indhumathi, Managing Director, Idhalya's Venture, Karur.

The EDC and Department of Management Studies jointly organized a Motivational Session by Successful Innovators for the first MBA students on September 4, 2023.



The Chief Guest shared her experiences at ChettinadTech and also discussed the job prospects for MBA graduates in the present job market. She provided a framework to help students become strategic decision-makers. Finally, she emphasized the importance of acquiring technical skills and developing their communication skills. The session was both interactive and informative..

2. Humanistic Leadership and Career Branding

Resource Person: Mr. Justin Jude, Managing Director, The Creative Quench, Dindigul.

The EDC and Department of Management Studies jointly organised My Story - Motivational Session by Successful Entrepreneur/on "Humanistic Leadership and Career Branding" on September 8, 2023.



The Chief Guest delivered an insightful overview of digital marketing, incorporating statistical data, case studies, and real-world examples. He motivated the students to consider launching their own businesses. He highlighted the advantages of entrepreneurship, including independence and creativity. The session was very interactive, with the speaker patiently addressing and clearing all doubts raised by the students. He also awarded cash prizes to five of our second-year MBA students who had successfully completed a 10-day internship at his company.

3. Global Investor meet organized by DIC

The EDC arranged to visit Global Investor meet organized by DIC office Karur on 17.11.2023.

Tamil Nadu Global Investors Meet 2024. The event is to be held on 17.11.2023 at Karur, and is supported by Guidance Tamil Nadu.



The focus is set to be on MSME, textiles, healthcare, life science, biotech, genome, renewable energy and climate change sectors, a release said. More than 200 senior delegates and industry members, eminent personalities from potential sectors across Karur.

The event will have a panel discussion on MSME strategies: Thinking big - Trillion dollar economy, TN - Moving towards World's Health Capital - Road map & action plan, Role of sustainable energy in TN - Target carbon neutral 2070.

From our college more than 50 students were participated in this event and the entire session was very informative.

4. Organise Viksit Bharat@2047 Utsav in Campus and Watch the Inaugural Address by Hon'ble Prime Minister of India

Viksit Bharat@2047 Utsav, organized by the Institutional Innovation Council (IIC) and the EDC, was a grand celebration held on December 11, 2023. The event aimed to commemorate the progress of India and envision its future in alignment with the vision of a developed India by 2047.



The event commenced with an inaugural address delivered by the Hon'ble Prime Minister of India, setting the tone for the day's proceedings. The Prime Minister's speech resonated with the audience, emphasizing the importance of innovation, education, and sustainable development in realizing the vision of a prosperous India by 2047.