

ENTREPRENEURIAL DEVELOPMENT CELL

VISION AND MISSION

Vision: To nurture and promote a culture of entrepreneurship and innovation among students, fostering the spirit of self-reliance.

Mission: To provide students with resources, mentorship, and support to transform their innovative ideas into successful businesses.

OBJECTIVES

- To promote entrepreneurship as a career option for students.
- To provide training, resources, and mentorship for budding entrepreneurs.
- To facilitate the incubation of startups and new business ventures.
- To foster an entrepreneurial mindset and skills development among students.
- Set up an advisory board comprising experienced entrepreneurs, industry experts and alumni.

STRUCTURE OF ENTREPRENEURIAL DEVELOPMENT CELL

NAME OF THE MEMBER	POSITION
Dr. N. Unnamalai Sangeetha Assistant Professor, Department of Commerce	Coordinator
Mrs. M. Anitha Devi Assistant Professor, Department of Computer Application	Member
Ms. Ragavi Assistant Professor, Department of Economics	Member
Ms. Pavithra Krishnamurthy, III B.Com.	Student Representative
Ms. M. Bhavani, III B.Com.	Student Representative
Ms. R. Priyadharshini, III B.A. Economics	Student Representative
Ms. V. Malini, III B.Com.	Student Representative
Ms. S. Madhivadhani, II B.Com.	Student Representative
Ms. S. Saranya, M.Com. (2018-2017)	Alumna Representative

ADVISORY COMMITTEE OF ENTREPRENEURIAL DEVELOPMENT CELL

NAME OF THE MEMBER	POSITION
Dr. Meera Murugesan	Principal
Dr. Kanmani Subramanian	Vice Principal
Dr. R. Sandhya Lakshmi	IQAC Coordinator
Mrs. P. Kalpana	Member, IQAC
Dr. N. Unnamalai Sangeetha	ED Cell, Coordinator
Mr. S. Rajamanickam	Co-promoter, M/s. Redema & M/s. Plant Engineering Services, Chennai.

ACTIVITIES AND PROGRAMS

- Conducting entrepreneurship awareness programs.
- Organizing workshops and seminars on various aspects of entrepreneurship.
- Facilitating business plan, competitions and hackathons.
- Incubating promising startups by providing counseling and resources.

FUNDING AND BUDGET

- Received external funding as a spoke institution through grants.

MEMBERSHIP AND PARTICIPATION

- Cell encourages students from all disciplines to join and actively participate in EDC activities.

EVALUATION AND PERFORMANCE MEASUREMENT

- To evaluate the effectiveness of EDC initiatives.
- Regularly assess the impact of EDC programs on student's entrepreneurship.

REPORTING AND ACCOUNTABILITY

- Submission of regular reports to the college and the advisory board.

OUTREACH AND PROMOTION

- To promote EDC activities through various communication channels.
- To encourage alumni and successful entrepreneurs to engage with the EDC.

AMENDMENTS AND REVIEWS

- Periodic reviews and updates are made to the policy to adapt to changing needs and trends in entrepreneurship.
- Ensuring compliance with all relevant institutional and legal regulations.
- EDC is a vital force in creating a well-structured and comprehensive entrepreneurship development among students. The Cell works to achieve its objectives and promotes a thriving entrepreneurial ecosystem within the college. Additionally, regular review helps and keeps it relevant and effective.

ACTIVITIES OF ENTREPRENEURIAL DEVELOPMENT CELL

The activities of the ED Cell can be divided into regular activities conducted throughout the year and special activities conducted from time to time.

REGULAR ACTIVITIES

S.NO	NAME	DETAILS
1	Soka Stationery Store	Venture I
2	Soka Aavin Parlour	Venture II
3	Oyster Farm	Venture III
4	Soka Organic Retail Outlet	Venture IV
5	Soka Goli Soda	Venture V

SPECIAL ACTIVITIES

S.NO.	DATE	NAME OF THE EVENT	RESOURCE PERSON
1	9 th January 2023	Entrepreneurship Development Programme for outgoing students	Mr. D.P. Madhumalar Health and Wellness Coach, Ms. G. Lavanya, CMO of IDEEZ, Founder and CEO of Pearl Career
2	28 th March 2023	One Day Workshop on Mushroom Cultivation on National Science Day	Dr. Latha Assistant Professor, Department of Biochemistry
3	10 th April 2023 - 15 th April 2023	Five Days Workshop on Skill Development Training on Bakery Products	Mr. M.S. Khanna, Executive Trainer, Central Palmgur and Palm Products Institute, Khadi & Village Industries Commission, Ministry of MSME, Government of India.
4	21 st April 2023	Webinar on World Creativity and Innovation Day	Mr. Sivarajah Ramanathan, Mission Director and CEO, TANSIM.

S.NO.	DATE	NAME OF THE EVENT	RESOURCE PERSON
1	16 th March 2022	One Day Workshop - Monkiri – Paper Craft	Mrs. Masako Maruyama
2	30 th May 2022 – 3 rd June 2022	Five Days Workshop - Skill Development Training on Bakery Products	Mr. M.S. Khanna Executive Trainer, Central Palmgur and Palm Products Institute, Khadi and Village Industries Commission, Ministry of MSME, Government of India.
3	29 th April 2022	Business Expo Soka Angadi	Ms. K. Kashifa, Entrepreneur-Makeup Studio and Training Academy, Zumba Instructor

REGULAR ACTIVITIES OF ENTREPRENEURIAL DEVELOPMENT CELL

The ED Cell plays a vital role in promoting entrepreneurship skills in students. The following ventures help students to practice entrepreneurship skills.

Activity I - Soka Stationery Store (2009):

The Soka Stationery Store was established in the year 2009 to cater to the essential needs of students. This activity offers students an opportunity to develop their entrepreneurial skills while benefiting both staff and students with a wide range of stationery products. Students engage in sales and learn the techniques of marketing through this venture.

Activity II - Soka Aavin Parlour (Started in the year 2015):

Recognizing the importance of growing need for dairy products as a source of nutrients, the Soka Aavin Parlour provides a variety of dairy foods, particularly beneficial for individuals of all age groups. This activity serves as a platform for students to enhance their entrepreneurial skills while benefiting the college community with quality dairy products. Students execute all the activities under the guidance of a faculty. Students learn the methods of procurement, sales and maintaining accounts.

Activity III - Mushroom Cultivation (Started in the year 2012):

The Mushroom Cultivation programme, supported by the college's expert trainer, trains around 50 students each year. Oyster mushrooms, known for their protein content, are cultivated with minimal environmental requirements. This initiative not only empowers students but also opens doors for small-scale entrepreneurial opportunities in the community, benefiting self-help groups, parents, and students.

Activity IV - Organic Retail Outlet (Started in 2022):

The recently launched Organic Retail Outlet focuses on chemical-free, natural farming practices. This activity aims to educate and involve student entrepreneurs in the organic food trade, creating a positive impact on both the student community and society.

Activity V - Soka Goli Soda (Started in 2022):

Soka Goli Soda brings a traditional Indian carbonated beverage to the fore. It is served in reusable glass bottles, sealed with a glass marble to maintain carbonation. Student is given the opportunity to sell Goli Soda through Sakura, college canteen and get profit out of it.

These activities serve as the backbone of entrepreneurial development in the college, empowering students to develop their entrepreneurial skills and make a positive impact on the community and society.

2022-2023

SOKA STATIONERY STORE 2022-2023

The Soka Stationery Store was started in the year 2009-2010. The students actively participate in the sales activities. The Soka Stationery Store has given an opportunity to enhance the entrepreneurial skills. Our staff and students are benefited through the stationery products which are available at Soka Stationery Store.




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MUSHROOM CULTIVATION (OYSTER FARM) 2022-2023

Mushroom Cultivation training programme is conducted in our college campus with the support of the Management. From 2012, every year around 50 students are trained by an expert trainer. Oyster Mushroom is cultivated which is rich in protein. Mushroom cultivation is a new investment opportunity for the students that enable them to start their business on a small-scale level. The cultivated mushroom is given to the college hostel and stake holders. S. Manonmani, Biochemistry, Alumnae Representative (2020-2023), who received training, conduct the training sessions along with the expert trainer.




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SOKA ORGANIC RETAIL OUTLET

Soka Organic Retail Outlet was started under the ED Cell in the year 2022. Organic vegetables and greens that are grown in the college campus are sold through the ED Cell members, who are trained to become potential entrepreneurs.




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SOKA GOLI SODA

Soka Goli Soda brings a traditional Indian carbonated beverage to the fore. It is served in reusable glass bottles, sealed with a glass marble to maintain carbonation. Student is given the opportunity to sell Goli Soda through Sakura, college canteen and get profit out of it.



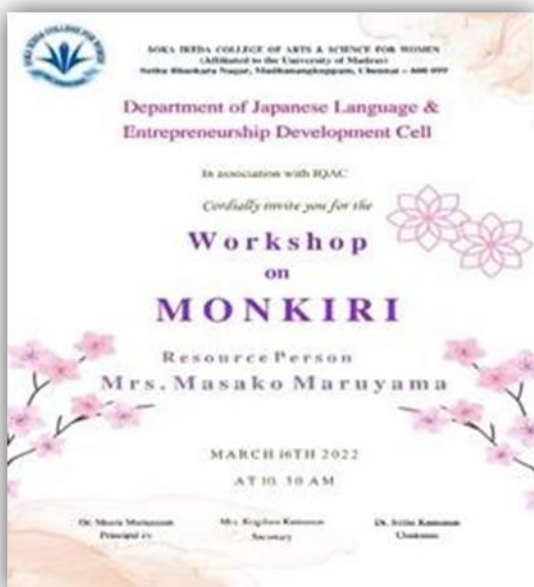
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SPECIAL ACTIVITIES

WORKSHOP ON MON-KIRI

The Entrepreneurship Development Cell and the Japanese Language Learning Hub in association with IQAC conducted a workshop on MON-KIRI on 16.03.2022. Mon-Kiri is an art of paper cut out. It was first practiced in Japan in the 7th century. Mrs Masako Maruyama trained the students with a sheet of paper and made them to transform into intricate designs by folding and cutting the paper. Nearly 62 students participated and were benefited in this programme.





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SOKA ANGADI '22

A business expo, “Soka Angadi” was organized by the Department of Business Administration and the Entrepreneurial Development Cell on 29th April 2022. Students from all departments were given an opportunity to exhibit their business skills by selling their products in the stalls. The Chief Guest was Ms. K. Kashifa, Entrepreneur, Makeup Studio and Training Academy. 25 stalls were put up which includes textile shop, jewellery shop, dance floors, game stalls and variety of food stalls.




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SOKA ANGADI '20

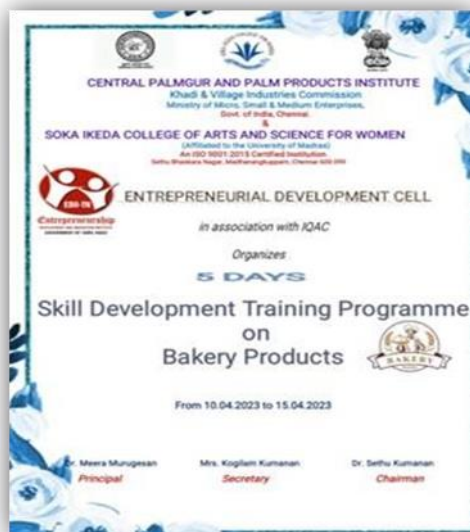
The Department of Business Administration organized a Business Expo, 'Soka Angadi' 2020 on 11th January, 2020. Mr. Karaiyadi Selvan, Managing Director, CADD centre was the Chief Guest of the day. Students actively put up stalls such as Coffee Mug printing, Photography, Pedicure and beauty services, Jewellery, Scary House, and many different kinds of food stalls. Through this programme, students gained the essential skills needed for an entrepreneur.




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**SKILL DEVELOPMENT TRAINING PROGRAMME IN ASSOCIATION WITH KHADI AND
VILLAGE INDUSTRIES COMMISSION (KVIC), MINISTRY OF MSME
GOVERNMENT OF INDIA- 22-23**

The Entrepreneurial Development Cell organized a five days skill development training programme on bakery products from 10th April 2023 to 15th April 2023. The training session on bakery products was conducted by Mr. M.S. Khanna, Executive Trainer, Central Palmgur and Palm products Institute, Khadi & Village Industries Commission, Ministry of MSME, Government of India. 34 students attended the training programme and gained knowledge about the baking procedures. During the training session varieties of bakery products were prepared by the students.




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**SKILL DEVELOPMENT TRAINING PROGRAMME IN ASSOCIATION WITH KHADI AND
VILLAGE INDUSTRIES COMMISSION (KVIC), MINISTRY OF MSME
GOVERNMENT OF INDIA-21-22**

A Five Days Skill Development Training Programme on bakery products was organized from 30th May 2022 to 03rd June 2022 by ED Cell in association with Central Palmgur and Palm Product Institute, Khadi and Village Industries Commission (KVIC), Ministry of MSME, Government of India for a batch of 26 students from various departments. Mr. Khanna, Executive Trainer of KVIC trained the students. He trained students to become entrepreneurs in homemade baking. Students also learnt the nutritional benefits of bakery products.




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WORKSHOP ON MUSHROOM CULTIVATION

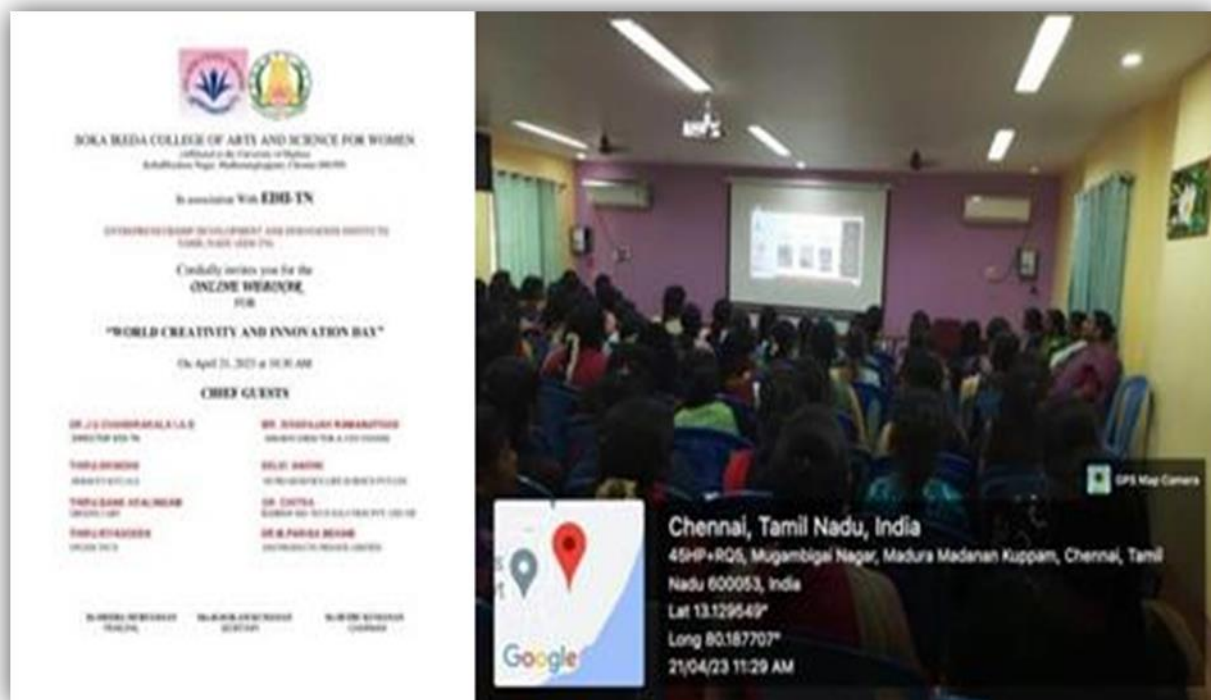
The Entrepreneurial Development Cell organized a One Day Workshop on Mushroom Cultivation on 28th March 2023. 82 students and 20 stakeholders attended this workshop. The lecture session on how to start mushroom cultivation to become future entrepreneurs was delivered by Dr. N. Unnamalai Sangeetha, Coordinator, Entrepreneurial Development Cell. The technical session on mushroom cultivation was conducted by Dr. Latha, Expert trainer and Member, Entrepreneurial Development Cell.




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WORLD CREATIVITY AND INNOVATION DAY

The Entrepreneurial Development Cell and the Department of MSME Entrepreneurship Development and Innovation Institute Tamil Nadu– (EDII-TN) organized a webinar on “World Creativity and Innovation Day” on 21st April 2023. 105 students attended this webinar. The lecture session on ‘step out and innovate’ was given by Mr. Sivarajah Ramanathan, Mission Director and CEO, Tansim.




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ENTREPRENEURSHIP DEVELOPMENT PROGRAMME
IN COLLABORATION WITH UNIVERSITY OFMADRAS EDII-IEDP HUB

Date: January 9, 2023

Introduction: The Entrepreneurship Development Cell organized a one-day "Entrepreneurship Development Programme" for the final year students from various academic disciplines. The program was conducted in association with UNOM EDII-IEDP HUB, aimed to equip students with essential entrepreneurial skills and knowledge.

SESSION 1 & 2

Session 1 - Kickstart with Dr. P Madhu Malar: The day commenced with an invigorating session led by Dr. P Madhu Malar. Dr. Malar established a comfortable and engaging atmosphere by initiating a "clap therapy" exercise. Following this, an interactive quiz on famous entrepreneurs encouraged participation and set the tone for the day. Dr. Malar, through insightful discussions, helped students identify their entrepreneurial potential. Additionally, she shed light on various government schemes available for aspiring entrepreneurs.

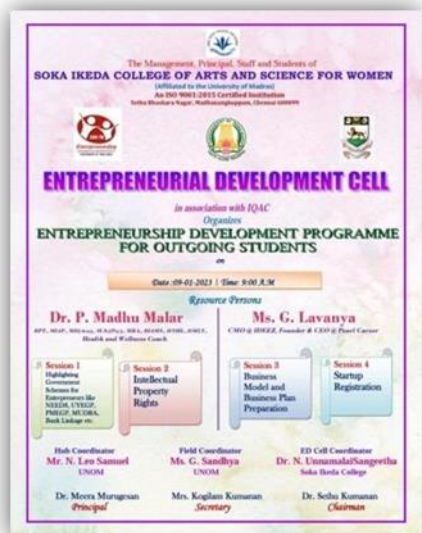
Session 2 - Intellectual Property Rights: In the second session, Dr. Malar delved into the realm of Intellectual Property Rights (IPR). She elucidated the facets of IPR, particularly focusing on patents and trademarks. To make the learning experience more dynamic, an entrepreneurship-themed game was incorporated, leaving students inspired and enriched.

SESSION 3 & 4

Session 3 - Crafting Effective Business Plans with Ms. G. Lavanya: The program continued with Ms. K. Nirmala Devi, a dedicated member of the ED Cell, introducing the esteemed guest speaker, Ms. G. Lavanya. Ms. Lavanya, the Chief Marketing Officer of IDEEZ and Founder & CEO of Pearl Career, commenced the session with a brief but insightful introduction. She emphasized the importance of crafting effective business plans. The students were guided through the process of designing business plans, models, and logos, empowering them to visualize and strategize their entrepreneurial ventures.

Session 4 - Navigating Startup Registration and Marketing Strategies: The fourth session commenced with a comprehensive explanation of the startup registration process. Ms. Lavanya instilled students with knowledge about various marketing strategies that could bolster the success of their startups. This interactive session saw students actively engage with the speaker, posing questions and receiving valuable clarifications.

Conclusion: The Entrepreneurship Development Programme culminated successfully at 3.30 pm leaving students inspired and equipped with the knowledge and skills needed to embark on their entrepreneurial journeys. A vote of thanks was extended to all involved parties for their valuable contributions



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