



ENTREPRENEURIAL DEVELOPMENTAL 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 ED CELL

| S.NO | NAME OF THE MEMBER | DESIGNATION & DEPARTMENT |
|-------------|--|--|
| 1. | Dr. N. Unnamalai Sangeetha Coordinator, Entrepreneurial Development Cell. | Assistant Professor Commerce |
| 2. | Mrs. M. Anitha Devi Member, Entrepreneurial Development Cell. | Assistant Professor Computer Applications |
| 3. | Ms. S. Ragavi Member, Entrepreneurial Development Cell. | Assistant Professor Economics |
| 4. | Ms. Pavithra Krishnamurthy, Student Representative | III B.Com B |
| 5. | Ms. M. Bhavani, Student Representative | III B.Com A |
| 6. | Ms. R. Priyadharshini, Student Representative | III B.A Economics |
| 7. | Ms. V. Malini, Student Representative | III B.Com B |
| 8. | Ms. S. Madhivadhani, Student Representative | II B.Com B |
| 9. | Ms. S. Saranya, Alumna | M.Com (2015-2017) |




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ADVISORY COMMITTEE OF ED CELL

| SL.NO | NAME OF THE MEMBER | ROLE/POSITION |
|-------|----------------------------|--|
| 1. | Dr. Meera Murugesan | Principal |
| 2. | Dr. Kanmani Subramanian | Vice Principal |
| 3. | Dr. R.S andhya Lakshmi | IQAC Coordinator |
| 5. | Mrs. P. Kalpana | Member, IQAC |
| 6. | Dr. N. Unnamalai Sangeetha | ED Cell, Coordinator |
| 7. | 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.
- Incubate promising startups by providing counseling and resources.

FUNDING AND BUDGET

- Received external funding as a spoke institution through grants.




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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 administration and 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. This 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.




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MSME CERTIFICATE – Ms. S. SARANYA, ALUMNA

|  | भारत सरकार Government of India सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय Ministry of Micro, Small and Medium Enterprises |  | | | | | | | | | | | | | | | | | | | | |
|---|---|---|--------------------------|---------------------|----------------------------|---------------------|--------------|----------|-------------------------------------|---|--------------------------|------------------------|------|---------|-------|------------|----------|--------------------------|--------|------------|--------|---------------------|
| UDYAM REGISTRATION CERTIFICATE | | | | | | | | | | | | | | | | | | | | | | |
| UDYAM REGISTRATION NUMBER | UDYAM-TN-24-0074419 | | | | | | | | | | | | | | | | | | | | | |
| NAME OF ENTERPRISE | EZHIL AARIE WORKS | | | | | | | | | | | | | | | | | | | | | |
| TYPE OF ENTERPRISE * | <table><tr><th>S.No.</th><th>Classification Year</th><th>Enterprise Type</th><th>Classification Date</th></tr><tr><td>1</td><td>2023-24</td><td>Micro</td><td>12/07/2023</td></tr></table> | | S.No. | Classification Year | Enterprise Type | Classification Date | 1 | 2023-24 | Micro | 12/07/2023 | | | | | | | | | | | | |
| S.No. | Classification Year | Enterprise Type | Classification Date | | | | | | | | | | | | | | | | | | | |
| 1 | 2023-24 | Micro | 12/07/2023 | | | | | | | | | | | | | | | | | | | |
| MAJOR ACTIVITY | SERVICES | | | | | | | | | | | | | | | | | | | | | |
| SOCIAL CATEGORY OF ENTREPRENEUR | OBC | | | | | | | | | | | | | | | | | | | | | |
| NAME OF UNIT(S) | <table><tr><th>S.No.</th><th>Name of Unit(s)</th></tr><tr><td>1</td><td>EZHIL AARIE WORKS</td></tr></table> | | S.No. | Name of Unit(s) | 1 | EZHIL AARIE WORKS | | | | | | | | | | | | | | | | |
| S.No. | Name of Unit(s) | | | | | | | | | | | | | | | | | | | | | |
| 1 | EZHIL AARIE WORKS | | | | | | | | | | | | | | | | | | | | | |
| OFFICIAL ADDRESS OF ENTERPRISE | <table><tr><td>Flat/Door/Block No.</td><td>NO 46/F1</td><td>Name of Premises/ Building</td><td>YOUR ENCLAVE</td></tr><tr><td>Village/Town</td><td>AMBATTUR</td><td>Block</td><td>4TH STREET</td></tr><tr><td>Road/Street/Lane</td><td>THIRUMALAI PRIYA NAGAR</td><td>City</td><td>CHENNAI</td></tr><tr><td>State</td><td>TAMIL NADU</td><td>District</td><td>THIRUVALLUR , Pin 600053</td></tr><tr><td>Mobile</td><td>8610219727</td><td>Email:</td><td>kasaezhil@gmail.com</td></tr></table> | | Flat/Door/Block No. | NO 46/F1 | Name of Premises/ Building | YOUR ENCLAVE | Village/Town | AMBATTUR | Block | 4TH STREET | Road/Street/Lane | THIRUMALAI PRIYA NAGAR | City | CHENNAI | State | TAMIL NADU | District | THIRUVALLUR , Pin 600053 | Mobile | 8610219727 | Email: | kasaezhil@gmail.com |
| Flat/Door/Block No. | NO 46/F1 | Name of Premises/ Building | YOUR ENCLAVE | | | | | | | | | | | | | | | | | | | |
| Village/Town | AMBATTUR | Block | 4TH STREET | | | | | | | | | | | | | | | | | | | |
| Road/Street/Lane | THIRUMALAI PRIYA NAGAR | City | CHENNAI | | | | | | | | | | | | | | | | | | | |
| State | TAMIL NADU | District | THIRUVALLUR , Pin 600053 | | | | | | | | | | | | | | | | | | | |
| Mobile | 8610219727 | Email: | kasaezhil@gmail.com | | | | | | | | | | | | | | | | | | | |
| DATE OF INCORPORATION / REGISTRATION OF ENTERPRISE | 01/06/2023 | | | | | | | | | | | | | | | | | | | | | |
| DATE OF COMMENCEMENT OF PRODUCTION/BUSINESS | 06/06/2023 | | | | | | | | | | | | | | | | | | | | | |
| NATIONAL INDUSTRY CLASSIFICATION CODE(S) | <table><tr><th>S.No.</th><th>NIC 2 Digit</th><th>NIC 4 Digit</th><th>NIC 5 Digit</th><th>Activity</th></tr><tr><td>1</td><td>14 - Manufacture of wearing apparel</td><td>1410 - Manufacture of wearing apparel, except fur apparel</td><td>14105 - Custom tailoring</td><td>Manufacturing</td></tr></table> | | S.No. | NIC 2 Digit | NIC 4 Digit | NIC 5 Digit | Activity | 1 | 14 - Manufacture of wearing apparel | 1410 - Manufacture of wearing apparel, except fur apparel | 14105 - Custom tailoring | Manufacturing | | | | | | | | | | |
| S.No. | NIC 2 Digit | NIC 4 Digit | NIC 5 Digit | Activity | | | | | | | | | | | | | | | | | | |
| 1 | 14 - Manufacture of wearing apparel | 1410 - Manufacture of wearing apparel, except fur apparel | 14105 - Custom tailoring | Manufacturing | | | | | | | | | | | | | | | | | | |
| DATE OF UDYAM REGISTRATION | 12/07/2023 | | | | | | | | | | | | | | | | | | | | | |
| <small>* In case of graduation (upward/reverse) of status of an enterprise, the benefit of the Government Schemes will be availed as per the provisions of Notification No. S.O. 2119(E) dated 26.06.2020 issued by the M/o MSME. Disclaimer: This is computer generated statement, no signature required. Printed from https://udyamregistration.gov.in & Date of printing:- 12/07/2023</small> | | | | | | | | | | | | | | | | | | | | | | |
| For any assistance, you may contact: | | | | | | | | | | | | | | | | | | | | | | |
| 1. District Industries Centre: THIRUVALLUR (TAMIL NADU) | | | | | | | | | | | | | | | | | | | | | | |
| 2. MSME-DFO: CHENNAI (TAMIL NADU) | | | | | | | | | | | | | | | | | | | | | | |
| <div>Visit : www.msme.gov.in ; www.dcmsme.gov.in ; www.udyamregistration.gov.in ; www.udyam.gov.in</div> <div>Follow us @minmsme & @msme</div> <div></div> <div></div> | | | | | | | | | | | | | | | | | | | | | | |



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ENTREPRENEURIAL DEVELOPMENT CELL

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 |




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EVENTS

| S.NO | DATE | NAME OF THEEVENT | RESOURCE PERSON |
|------|---|---|---|
| 1 | 11 th January 2020 | Business Expo Soka Angadi '20 | Mr. Karaiyadi Selvan Managing Director, CADD Centre |
| 1 | 16 th March 2022 | One Day Workshop Monkiri – PaperCraft | Mrs. MasakoMaruyama Japanese Trainer. |
| 2 | 29 th April 2022 | Business Expo Soka Angadi | Ms. Kashifa. K, Entrepreneur-Makeup Studio And Training Academy, Zumba Instructor. |
| 3 | 30 th May 2022 To3 rd June 2022 | Five Days Workshop Skill Development Training on Bakery Products | Mr. M.S. Khanna, Executive Trainer, Central Palmgur andPalm Products Institute, Khadi & Village Industries Commission, Ministry of MSME, Government of India. |
| 4 | 9 th January 2023 | Entrepreneurship Development Programme for Outgoing Students | D. P. Madhumalar, Health And Wellness Coach & Ms. G. Lavanya CMO of IDEEZ, Founder , CEO of Pearl Career |
| 5 | 28 th March 2023 | One Day Workshop Mushroom Cultivation on National Science Day | Dr. C. Latha Assistant Professor Department of BioChemistry |
| 6 | 10 th April 2023 To 15 th April 2023 | Five Days Workshop 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. |
| 7 | 21 st April 2023 | Webinar on World Creativity and Innovation Day | Mr.Sivarajah Ramanathan, Mission Director and CEO, Tanism. |




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VENTURES 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.

Venture I - Soka Stationery Store (2009): The Soka Stationery Store was established in the year 2009 to cater to the essential needs of students. This venture 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.

Venture 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 venture 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.

Venture III - Mushroom Cultivation (Started in the year 2012): The Mushroom Cultivation program, supported by the college's faculty 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.

Venture IV - Organic Retail Outlet (Started in 2022): The recently launched Organic Retail Outlet focuses on chemical-free, natural farming practices. This venture aims to educate and involve student entrepreneurs in the organic food trade, creating a positive impact on both the student community and society.

Venture 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.




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SOKA STATIONERY STORE

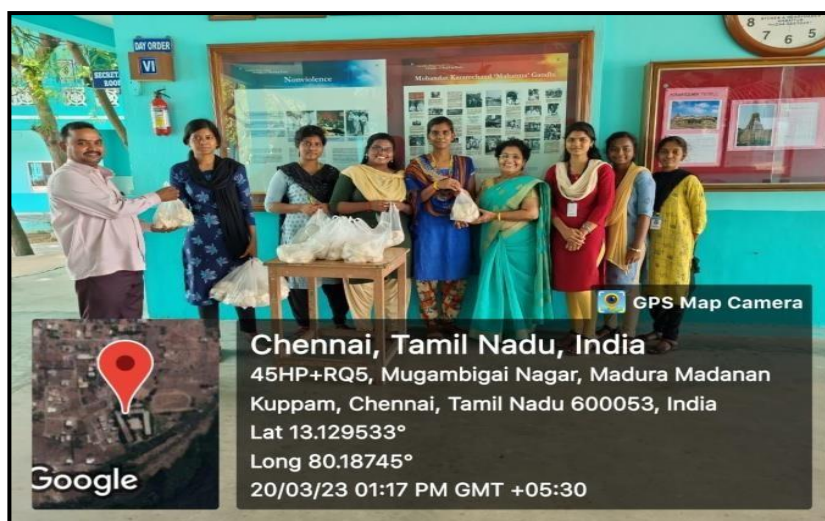
The Soka Stationery Store, a venture of Entrepreneurial Development Cell in our college was started in the year 2009-2010. The students actively participate in the sales activities. The Soka Stationery Store has given an opportunity to enhance the entrepreneurial skills. Our staff and students are benefited 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 a faculty member. 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 have received training, conduct the training sessions along with the faculty member.



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SOKA ORGANIC RETAIL OUTLET

A new venture, 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

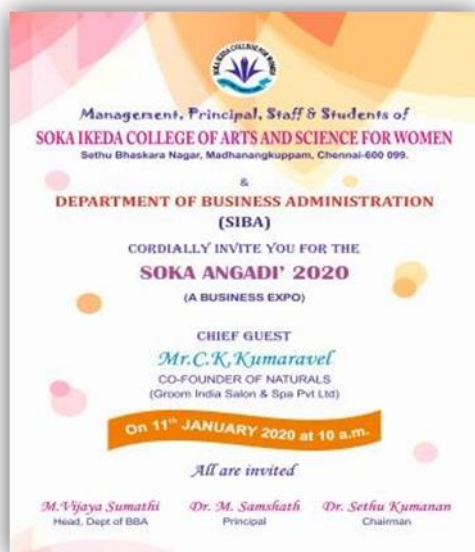
Soka Goli Soda brings a traditional Indian carbonated beverage to the fore. It is served in reusable glass bottles, sealed with a glass marble to maintain carbonation. Student, Ms. P.N. Reshma of Corporate Secretaryship is given the opportunity to sell Goli Soda through Sakura, college canteen and get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



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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 gain the essential skills needed for an entrepreneur.




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WORKSHOP ON MON-KIRI

Entrepreneurship Development Cell and 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, a Japanese Trainer, trained the students with a sheet of paper and made them to transform into intricate designs by folding and cutting the paper. 62 students participated and benefited by the 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. Kashifa K, M.A, B.Ed., BEC., (Entrepreneur – Makeup Studio and Training Academy). Around 25 stalls were put up which includes Textile shop, Jewellery shop, Dance floors, game stalls and variety of food stalls.



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

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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**ENTREPRENEURSHIP DEVELOPMENT PROGRAMME
IN COLLABORATION WITH UNIVERSITY OF
MADRAS 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.

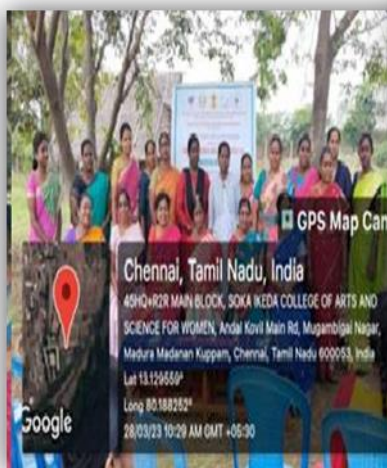
Conclusion: The Entrepreneurship Development Programme culminated successfully at 3:30 PM, leaving students inspired and equipped with the knowledge and skills needed to embark on their entrepreneurial journeys. A vote of thanks was extended to all involved parties for their valuable contributions



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WORKSHOP ON MUSHROOM CULTIVATION

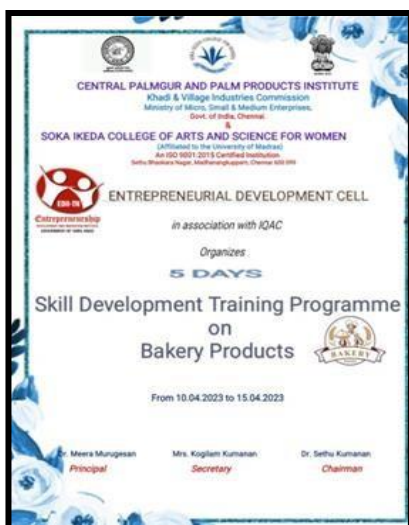
Entrepreneurial Development Cell organized a One Day Workshop on Mushroom Cultivation on 28th March 2023. Around 82 students and 20 stakeholders attended this workshop. The lecture on how to start mushroom cultivation to become future entrepreneurs was delivered by Dr. N. Unnamalai Sangeetha, Coordinator,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




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

Entrepreneurial Development Cell of Soka Ikeda College of Arts and Science for Women 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**. Around 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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उद्यानी और सामुदायिक आयोग
और सार्वजनिक उद्यान अधिनियम, १९७४

Cond-2/-



स्वाधीन और साम्प्रदायिक आधेन
 (१९५४, १९५५ और १९५६ के अधिनियमों के अन्तर्गत)

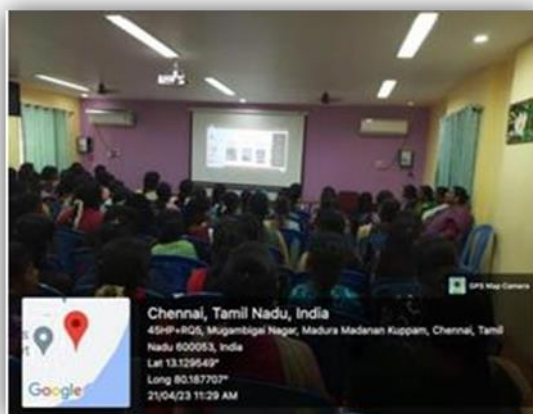
(S. PRABAKAR)
ASSTT. DIRECTOR/PRINCIPAL



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WORLD CREATIVITY AND INNOVATION DAY

Entrepreneurial Development Cell and 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. Around 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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