



MILESTONES COVERED SINCE 2012

Program Name	Duration	No. of Programs	Participants
Entrepreneurship Awareness Camp	3 Days	5	434
Entrepreneurship Development Program (EDP)	25 Days	1	29
TOTAL		6	463

PSG College of Arts & Science
Coimbatore
ENTREPRENEURSHIP DEVELOPMENT CELL

The Entrepreneurship Development Cell has been actively involved in inculcating and nurturing the Entrepreneurial spirit amongst students of our institutions as well as participants from outside. We have been tirelessly engaged in coordination and executing specialized and tailor-made programmes based upon the interest of the group of participants.

The EDC Activities are classified under:

- I. Programs under NSTEDB, DST, Govt. of India**
- II. Innopreneurs Club**

I. Programs under National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology (DST), Govt. of India

In the current Academic year 2015-16 the EDC has organized a total of 14 Programs that were sanctioned as funded programs by NSTEDB.

These Programs can be broadly classified into the following Categories:

1. Entrepreneurship Awareness Camps (EAC) - (3 days) – For Students
2. Entrepreneurship Development Program (EDP) - (25 Days) – Aspiring Entrepreneurs

S.No	Program	Started	Completed	Focus Area	Total Participants
1.	EAC I	17.12.2015	19.12.2015	Nutrition dietetics & Catering Science and Hotel Management	76
2.	EAC II	07.01.2016	09.1.2016	Costume Design and Fashion	82
3.	EAC III	21.01.2016	23.01.2016	Mathematics with CA, Department of Nutrition and Dietetics, Department of Clinical Nutrition	102
4.	EAC IV	11.02.2016	13.02.2016	Biotechnology	84
5.	EAC V	25.02.2016	27.02.2016	Participants of Young Indians, Coimbatore (III Yr Engineering students of Sri Ramakrishna College of Engineering & Technology, Sri Guru College of Technology, PSGR Krishnammal College of Arts & Science, Department of Mathematics with CA,	90
6.	EDC	08.02.2016	07.03.2016	Public	29
7.				Total	463

ENTREPRENEURSHIP AWARENESS CAMPS (EAC)

EAC- I Focus Area – - Nutrition and Dietetics and Department of Catering Science and Hotel Management

The Entrepreneurship awareness camp of three days from 17th December 2015 to 19th December 2015. was attended by 76 students of Final Year UG and PG, **Nutrition and Dietetics and Department of Catering Science and Hotel Management**. The students were most inspired by the Chief Guest **Mr. B Kalyana Sundaram, Proprieter, Sri Vignesh Foods, Narasimmanaikenpalayam, Coimbatore**.

Mr. Nirmal Kumar Proprieter Buddies Café Coimbatore. Their feedback was extremely positive and encouraging to Schemes of Assistance and supports available from MSME and other government agencies.

Mrs. Kayalvizhi B Assistant Director, MSME, Coimbatore spoke to the students about the The participants were taken for an Industrial visit to PSG Hospitals Diet Kitchen and Canteen, Coimbatore to provide practical exposure

EAC- II Focus Area – Costume Design and Fashion

The three day Entrepreneurship Awareness Camp for Final Year UG and PG students of Costume Design & Fashion, PSGCAS (82 nos.) was well received. The students enjoyed their interactions with successful Entrepreneurs in their field by **Mr. TR Vijay Kumar Chairman- Admission, NIFT – TEA, Knitwear Fashion Institute, Tirupur**. The students were informed about the financial schemes available from Govt. organizations such as MSME to promote Entrepreneurship. Other eminent Guest speakers included Business Opportunities in the Fashion

Industry such as **Mrs Mr. T L Saravanavel, Proprieter, Logu Terxtiles, Tirupur**. Their feedback was extremely positive and encouraging too. The participants were taken for an Industrial visit to Orange Impex Home Textiles Division, Karur.

EAC- III Focus Area – Mathematics with CA, Department of Nutrition and Dietetics, Department of Clinical Nutrition

A three day Entrepreneurship Awareness camp was organized from 21st Jan 2016 to 23rd Jan 2016. for the UG and PG Final Year students of Mathematics with CA, Department of Nutrition and Dietetics, Department of Clinical Nutrition Total No of Participants : 102) at PSGCAS by the EDC. The students were extremely thrilled to meet and interact with some of the most successful entrepreneurs, such as the **Mr. Prasanna Krishna** Subramanian, CEO, Career Zone India Pvt. Ltd., Coimbatore., Entrepreneurial Journey – Indian Values vis-à-vis Entrepreneurship and the present scenario who inspired them to follow their passion and work hard to become successful entrepreneurs in life.

Achievement Motivation Trainings were given by Mr. Nagaraj, AIKIA Softskill Training Coimbatore for developing entrepreneurial competencies

On the final day, the students were taken to Industry visits Ammarun Foundry, Rathinagiri Road, Vilankurichi (P.O.) Coimbatore and Coronet Food, 2/319 A, Theethipalayam P.O, Kalampalayam, siruvani main road, Coimbatore –641010. The students enjoyed the sessions tremendously and also gave a glowing feedback for the training.

EAC- IV Focus Area - Biotechnology

EDC conducted a three days Entrepreneurship Awareness Camp from 11th Feb 2016 to 13th Feb 2016.. 84 Students attended this program

Dr. R, Hariharan, MD,SPIC Agro biotech Center Alandurai Coimbatore, spoke to the students about Entrepreneurial.

Mrs. Kayalvizhi B Assistant Director, MSME,Coimbatore spoke to the students about the The participants were taken for an Industrial visit SPIC Agro biotech Center, Alandurai, Coimbatore to provide practical exposure . The students gave a glowing feedback for the training conducted.

They were given the opportunity to meet with Entrepreneurs from their fields and interact with them. Soft skills such as Communication, creativity and innovation were imparted during the training

EAC- V Focus Area - Participants of Young Indians, Coimbatore (III Yr Engineering students of Sri Ramakrishna College of Engineering & Technology, Sri Guru College of Technology, PSGR Krishnammal College of Arts & Science, Department of Mathematics with CA,

The three days Entrepreneurship Awareness Camp for these UG, PG and other college final year students was conducted from 25th Feb 2016 to 27th Feb 2016.. . A total of 90 Students from various institutions such as PSG College of Arts & Science, **Participants of Young Indians, Coimbatore (III Yr Engineering students of Sri Ramakrishna College of Engineering & Technology, Sri Guru College of Technology, PSGR Krishnammal College of Arts & Science** attended this program. Students had the opportunity to explore various Entrepreneurial opportunities available in their field and also got to meet successful entrepreneurs.

Soft skills such as Communication, creativity and innovation were imparted during the training. The participants were also taken for an Industrial visit to provide a practical approach. They visited the Mahendra Pumps, Kalapatti, Coimbatore. The YI Coordinator for PSGCAS, was instrumental in organizing the program in coordination with the other colleges.

ENTREPRENEURSHIP DEVELOPMENT PROGRAMS (25 Days)

Entrepreneurship Development Cell, PSG College of Arts and Science in association with FICCI Flo, Coimbatore, conducted 25 days Entrepreneurship Development Program (EDP) beginning from 8th February to 07th March 2016. This program was sponsored by DST, with EDII- Ahmedabad under the aegis of National Science & Technology Entrepreneurship Development Board (NSTEDB), New Delhi. A total of 30 registered for this program with 29 of them completing the program successfully.

This 25 day program was inaugurated on 8th of February Dr.Ashok Bhakthavathsalam, MD, KGISL

pvt. Lld., Coimbatore. Tmt. Vaishnavi Annush, Chairperson FICCI FLO, Coimbatore in her inaugural address, requested the participants to make good use of this opportunity to understand the nuances of the entrepreneurship.

Inauguration of EDP

This twenty five day training program had a mix of different sessions handled by subject experts, management professionals, successful entrepreneurs, chartered accountants, bank managers, Government officials from DIC, MSME, etc. and from other funding agencies to deliver the inputs on how to start a business initiative and go ahead with managing it.

This program had motivational sessions, guest lectures, industrial visits to COE Indutech, Textile Incubation Facility, Sharp Electrodes, ILFS centre, TNAU incubator centre etc. and had skill based hands-on training in food processing unit.

Training inputs included the contents on identification of a business opportunity after a market survey, procedural formalities of starting a business, technical know-how, sources of funding, accounting, managing men, money & resources, purchasing techniques, marketing knowledge, business law, labor legislations, taxation systems, need for innovation in business, IPR, e-business, etc.

Business proposals presented by the participants on the final day, was evaluated by the panel of experts and the suggestions were given to fine-tune them. The Participants shared their feedback about the learning from this program. **Mrs.Shri Vyshnavi Annush, FICCI flo**, Coimbatore chapter distributed the certificates to the successful participants in the valedictory function. The participants exhibited enough confidence and evinced keen interest in starting a business venture across varying fields related to business in food, textiles, agro-processing, organic farming, engineering and services industry.

II. Innopreneurs Club

The Innopreneurs' Club of PSG College of Arts & Science aims at enhancing the spirit of entrepreneurship among the students by encouraging them to come up with innovative ideas. It provides a platform for the students to showcase their ideas, talents and skills. The club shall conduct various activities and training programmes to improve their abilities and one of such events organised by the club is the i-Week (Innovative Week).

The Innopreneurs' Club of PSG College of Arts & Science organised its flagship event, i-Week Celebration 2016 from the 15th to 19th of February 2016. I-week is a five day event organised by the members of Innopreneurs' Club which comprises of the following competitions such as i-Quiz, Ideathon, Pitch perfect with an addition of two new competitions this year namely i-Design and Pick 'n' Mix. I-bazaar is conducted on the last two days of the week which consists of various commercial stalls and food stalls put up by the students of various departments.

15.02.2016

The first day began with the Inauguration of the i-Week Celebration at library hall, with the Secretary of the college, Thiru N C Nandagopalan offering the presidential address. Mr. Parthiban, Managing Director of Bull Machines and Mr. Jayanthra Jaychandran, Managing Director of Angler Technologies were the Chief guests of the day. They stressed on the need for determination and passion to succeed in the business world followed by their respective success stories. The audience were captivated by the knowledge bestowed upon them by accomplished entrepreneurs who guided them in their dreams of success.

This was followed by the Business Quiz which was also conducted by one of the final year student, Surya Narayanan (write something about him). There were around 50 teams that participated in the i-Quiz competition. Contestants went through 3 arduous rounds that entertained both them and the audience to finally crown a victor.

16.02.2016

The second day was marked with Ideathon competition. Ideathon starts with a brainstorming session which helps in the overall simulation. It is a 3 round event where the participants from different departments and colleges come on stage to pitch their own innovative business idea. There were 40 teams that participated in the Ideathon competition. The first round started off with the prelims in which 10 teams were qualified for the second round. In the second round, the participants were given a particular criteria i.e. Product/Idea for the development of Smart City Coimbatore from which 6 teams were qualified for the final round. The participants had to pitch their own innovative business idea in the third round. Mr. Kunal

Banthia, Director, Evershine Dynacorp Ltd and Mr. Ashwin Karthik, co-founder of Kites Cafe were the judges of the day.

17.02.2016

The third day commenced with the much anticipated Pitch Perfect competition, where multiple teams competed against one another to prove that their business plan for a profitable entrepreneurial venture was the best. Pitch Perfect was an event organised to bring out realistic and innovative business plans aiming into future possibilities and invent young business ideas. There were 23 teams that had participated for the Pitch Perfect competition. The participants were also expected to come with a power point presentation of their whole business plan to showcase their plan to the judges. Dr. L. Gopalakrishnan, Associate Professor, Department of Management Sciences, PSGCAS and Dr. Vimal Veereshwarayya, Founder/Director of Innovspace and Avant Garde Global Institute, Coimbatore were the judges of the day.

18.02.2016

The fourth day commenced with two new exciting competitions namely i-Design and Pick 'n' Mix.

I-Design : The judges of the event were Mr. K Pachiyappan, Head of the Department of CDF department and. Dr. Latha Maheswari, Associate Professor, Dept. of costume designing and fashion. There were 33 teams that had participated in the i-Design competition. The participants had to showcase their creativity and the innovative skills of designing on the t-shirts provided to them. This event was mainly organised to bring out the creativity of the participants.

Pick 'n' Mix : The judges of the day were Mr. Jagadeeshan and Mrs. Soumeya, Professors of the Catering Science department. There were 17 teams that had participated in the Pick 'n' Mix competition. Pick 'n' Mix also known as fireless cooking was organised to bring out the innovative culinary skills of the participants and also gather knowledge about healthy cooking.

18.02.2016 - 19.02.2016

I-Bazaar was conducted on the last two days of the week where students put up various commercial and food stalls to promote and sell products of their own choices. These two days were filled with bargaining, sales techniques and promotion for the students to have an extremely enriching business experience. It also showcased innovative and marketing abilities of the students. There were 10 commercial stalls and 6 food stalls.

The five day i-Week Celebration culminated with the valedictory function in which the winners were appreciated with cash prizes and certificates.