



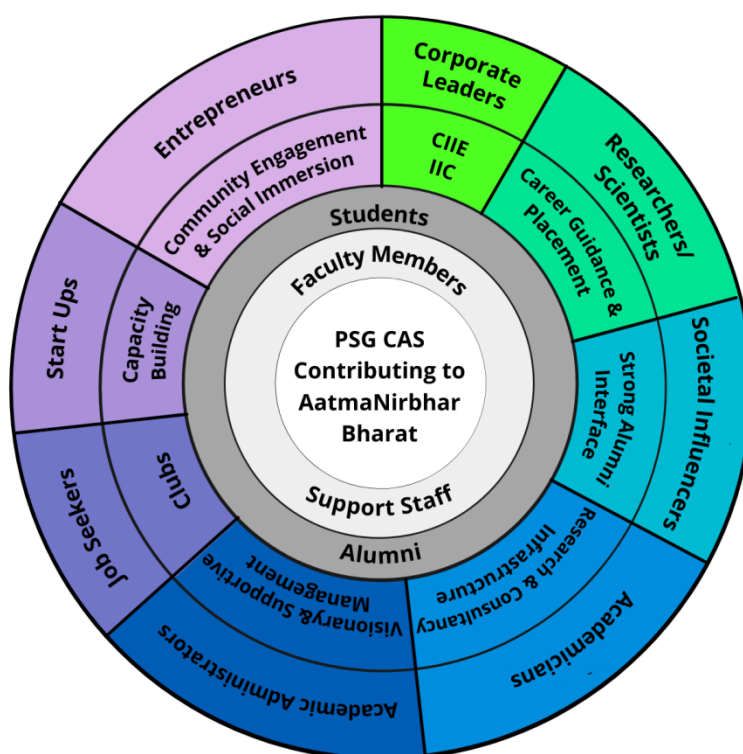
Since 1947

PSG College of Arts & Science Coimbatore – 641 014

Institutional Distinctiveness

Nurturing the *AatmaNirbhar* Ecosystem - Developing Self Reliant Human Capital

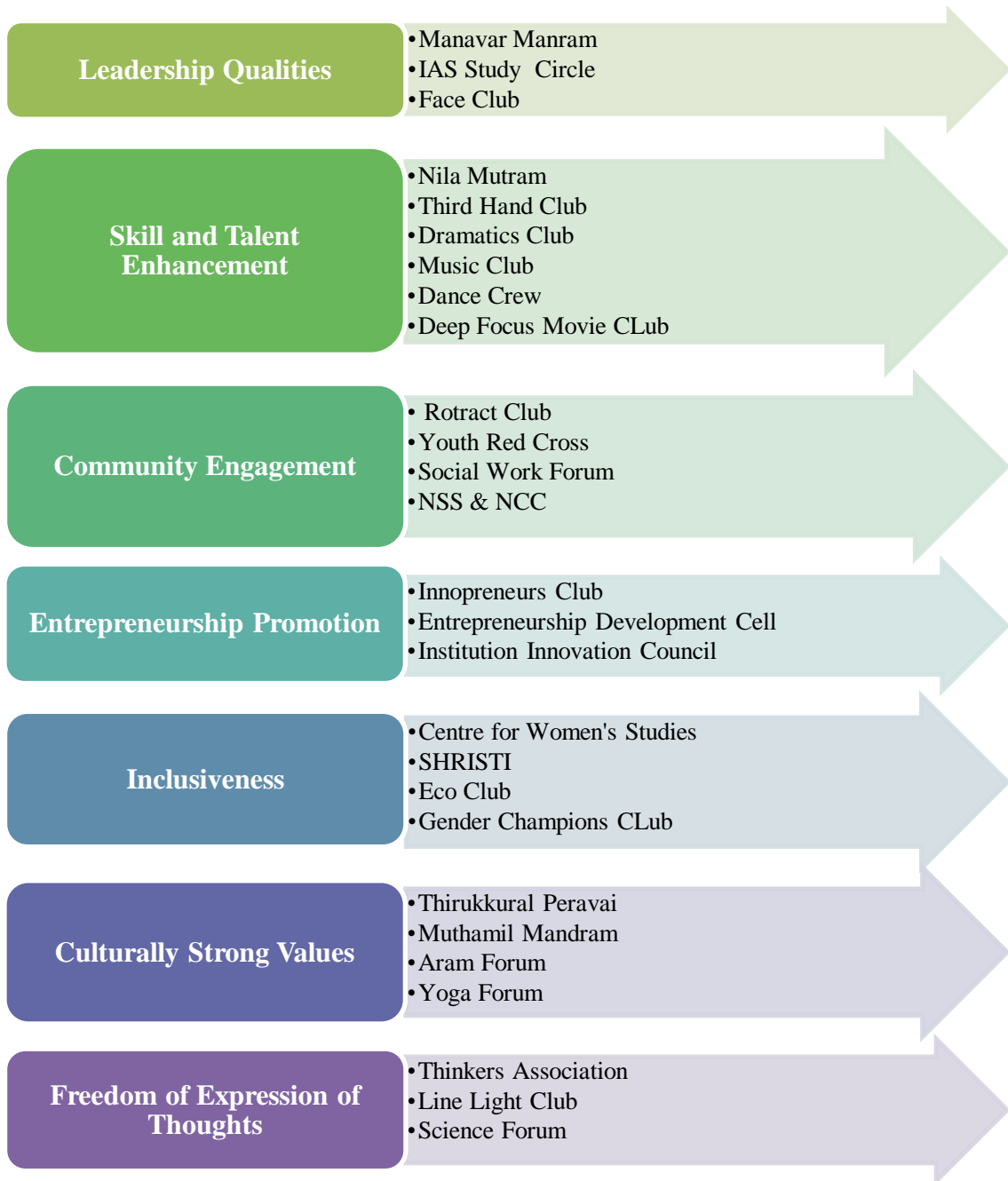
AatmaNirbhar Bharat, the vision of our Honorable Prime Minister to transform India as a **Self-Reliant** Nation, is gaining paramount importance in Indian economy. Marching towards a self sustaining economy, PSG College of Arts & Science as *AathmaNirbhar* incubator is contributing significantly towards the development of its stakeholders as **Self-Reliant** human capital by focusing on their holistic development.



Student Self-Reliance through Holistic Empowerment

- Focusing on cognitive, affective and psychomotor domains of learning through **Outcome Based Education** and **Choice Based Credit System**
- **1318** Skill Training and Capacity Building programs conducted through various Departments, Clubs & Forums during 2015 -2020.
- The SEED (**Skill Enhancement and Employability Development**) Program empowers the students with various skills in the first two years and intense training is provided during the final year based on their career choices (Higher Education, Entrepreneurship or Placement).

- Active functioning of the Student Councils, sharing responsibilities with administrators
- Well planned clubs and forums to hone the multifarious personality and all-round development of students.



Self-Reliance through promoting Entrepreneurship

Activities to nurture Entrepreneurship

- Innopreneur's Club promotes an innovative student culture by conducting skill training programs with **300-400** student beneficiaries every year.
- Institution Innovation Council (**IIC**) has conducted **243** Innovation and Entrepreneurship-related programs from 2018-20.
- Entrepreneurship Development Cell (EDC) of PSG CAS has conducted trainings, development programs and skill enhancement programs to **600 public beneficiaries** from 2012 onwards.
- PSGCAS has earmarked **13,100 Sq Feet** Maker's space to house trainees and aspiring entrepreneurs.

Food processing Centre **6000** Sq Feet

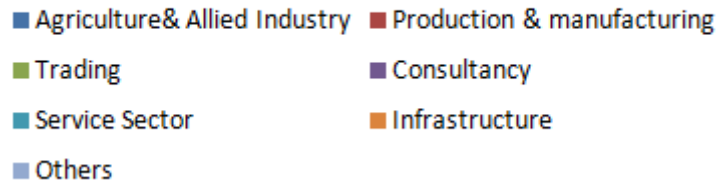
Costume Design & Fashion laboratory **3600** Sq Feet

Business Incubation Centre **3500** Sq Feet

Notable Achievements of PSG CAS as Entrepreneurship Incubate

- **5500** student beneficiaries in the stand-alone discipline specific Entrepreneurship Awareness Camps conducted from 2012 onwards.
- **390** student entrepreneurs in various business domains from 2015 to 2020
- **45** public beneficiaries who attended the EDC programs have become entrepreneurs by starting their own ventures.
- Institution Innovation Council, PSGCAS has bagged **Five Star Rank** announced by MHRD for **2019-2020**.
- PSGCAS has obtained **Band A Rank** among Government aided colleges category in the National Level Ranking for Atal Ranking of Institutions on Innovation Achievements (ARIIA), for the year 2019-20.

Sectors of Entrepreneurial Excellence



Some of our notable entrepreneurs during and before the assessment period include

During the assessment period (2015 -2020)	
Name of the Entrepreneur	Designation & Business
Mr. Rajath Raghu (2017-20)	Director Hampi Eco Solutions Pvt Ltd , Coimbatore
Mr. Kabilesh (2016 -19)	Proprietor Yolo Fashion, Tirupur
Ms. Ariyalakshmi.K (2014-17)	Managing Director ARK Consultancy, Thrissur
Before the assessment period (before 2015)	
Dr. Jairam Varadaraj	Managing Director Elgi Equipments Ltd, Coimbatore
Mr. C. K. Kumaravel	Managing Director Naturals – Groom India Saloon & Spa Pvt Ltd, Chennai
Mr. B. Prabhakaran	Managing Director Thriveni Earth Movers Pvt Ltd, Odisha

Self-Reliance of engaged Alumni

With a strong foundation laid in the College for a comprehensive growth, Casians occupy coveted positions in society as self reliant entities working as top officials in the government sector at the policy making level (All India Services (IAS, IPS, IRS, IAAS), Directors, Scientific officers, Senior executives, Assistant Commissioner etc), as Heads and Professors in reputed National, International and Research Institutions and as Senior Management Professionals in various Multinational Companies. Some of our distinguished alumni in different sectors include

During the assessment period (2015 -2020)	
Name of the Alumni & batch	Designation with official address
D. V. Subhashini (2018 -20)	Municipal Commissioner Viruthachalam Road Municipal Office, Jayankondam-621802
S. Jayashree (2014 -17)	Senior Executive, SRF-Gurgaon, Haryana
B. Nikitha. (2014 – 16)	Associate Multimedia News producer Reuters Bengaluru
Before the assessment period (before 2015)	
Dr. K. Ramachandran	Director Defence Institute of Psychological Research New Delhi
Dr. P. Prapakaran	Scientist, Senior Military Psychologist Bangalore
Sri. Kumaravel Pandian	Indian Administrative Service Commissioner Coimbatore City Corporation

Faculty Self Reliance through Capacity Building

- **101** professional development, administrative training and capacity building programs in various disciplines organized for faculty empowerment by PSGCAS and PSG CARE
- ICT enabled infrastructure empowering the faculty in the development of e-content modules (**209**)
- **51** National and International Institution and Industry collaborations, contributing to effective knowledge sharing in various domains of excellence.
- Knowledge updation of faculty through **367** Online courses in MOOC Platform

Society Self-Reliance through Skill Development

PSGCAS undertakes different activities with the objective of socio-economic development of members of the society.

- **PSGCAS** and **IL&FS** conducted the Sewing Machine Operator course (2 months) for 139 candidates from 2015 to 2017. The fund generated through the course is **Rs 7, 30,000**.
- **PSGCAS** and **NIFT TEA** successfully trained 145 candidates from 2015 -17, placement opportunities were created for 93 candidates in Industry and Entrepreneurial opportunities were created for **52** candidates with a total fund generation of **Rs 6,00,000**.
- Under the project Tamil Nadu Urban Livelihood Mission from 2017-2020, two courses namely Garment Construction Technique and Basic Sewing Machine Operator (3Months) empowered a total of **60** candidates with a total fund generation of **Rs 1, 62,000**.
- The State-of-Art PSGCAS Food Processing Centre offers technical consultancy and business development services for the start ups with a total fund generation of **Rs 2, 38,863**.
- Food Processing Centre has undertaken collaborative research with industry with a total grant of **Rs 11, 23000**, generating revenue of **Rs 88,000** during the period 2019 -20.

- Training programs on fruit and vegetable processing has been conducted for about **100** members from 2015 -19 with a total fund generation of **Rs 211,865**
- Technical Entrepreneur Development Programs (TEDP), on Food Processing and Costume Design has been conducted and more than **75** members got benefitted during the period 2015 -19 with a funding support of **Rs 9, 00000** from DST.
- The Central Research Laboratory offers advanced testing facilities to scientists/ research scholars/ students from other institutions and also to the industry.

The college was awarded by **ASSOCHAM as The Best Institute Women Skill Development for the Year 2014- 2015 and The Best Vocational Training provider in 2015 -16.**

Thus with visionary management, PSGCAS is making immense contributions to the society by supporting its stakeholders to be self reliant human capital thereby contributing to *AathmaNirbhar Bharat*.