



Government of Puducherry

GOVERNMENT OF PUDUCHERRY

BHARATHIDASAN GOVERNMENT COLLEGE FOR WOMEN (Autonomous)

(Re - Accredited by NAAC with 'B' Grade) Puducherry - 605 003.

Entrepreneurship Development Cell

**REPORT OF ENTREPRENEURSHIP DEVELOPMENT
CELL**

Report Prepared by Dr. Kayalvizhi Balamurugan

REPORT OF ENTREPRENEURSHIP DEVELOPMENT CELL, BHARATHIDASAN GOVT. COLLEGE FOR WOMEN, PUDUCHERRY

February 2018 – August 2020

Our college established the Entrepreneurship Development Cell (ED Cell) in order to identify and groom prospective entrepreneurs among students. The major objective is to motivate students to start their own venture / start-ups instead of queuing up in the job market.

The **Vision** of ED Cell is to produce successful entrepreneurs imbued with leadership qualities using innovative and ethical business practices to make a global impact.

The **Mission** is to identify the interest of the students and make them to view entrepreneurship a desirable career option and to build capacity to a create a self-employment opportunity.

The EDC was established on 6th February, 2018 by Dr. S. Ramkumar, Director, Entrepreneurship Development Cell, Department of Industries and Commerce, in the presence of woman entrepreneur Mrs. Er. Padmapriya Leo, Chief Technology Officer, e-Ventures, Puducherry. Our Principal Dr. P. Poongavanam presided over the function. The inauguration of the EDC coincided with the Golden Jubilee year of the college.



Lighting of Kuthuvilaku by the Principal, Chief guest - Dr.S. Ramkumar, Mrs.Er.Padamapriya Leo and club members.

Advisory Committee of the ED Cell

1. **Advisor** - Dr. R.Srinivasan, Associate Professor, Department of Corporate Secretaryship, BGCW
2. **External Advisor**- Mrs. Er. Padmapriya Leo, Chief Technology Officer, e-Ventures, Puducherry.
3. **Co-ordinator** - Dr. Kayalvizhi Balamurugan, Assistant Professor of Home Science, BGCW
4. **EC members of the Cell**
 1. Dr. S. Vijayalakshmi, Assistant Professor of Corporate Secretaryship, BGCW
 2. Mrs. Malarvizhi Ravi, M.Sc, M.Phil, R.D Assistant Professor of Home Science, BGCW
 3. Dr. Rajiny Ch, Assistant Professor of Home Science (6.2.2018 - 6.8.2019), BGCW

4. Mr. Bhadrinath, M.A,M.Phil,Assistant Professor of English(6.2.2018- 6.11.2019), BGCW

Hundred students enrolled themselves in EDC.

Students Committee Members:

- President – Rathika.G I year M. Corporate Secretaryship
 - Secretary – Punitha.N I year M.ScFSMD.
 - Student coordinators – CeceliyaObrien- I. year B.Sc.,CND
Thirpurasundari. A I year B.Sc.,
CND
Keerthana I year B.com
- Dr. Kayalvizhi Balamurugan, ED Cell Coordinator along with executive committee members organized One-day workshop on “**Create Innovate and Inspire**”in association with IFET Engineering College, Villupuram on 06.02.2018. Hundred ED Cell members from various departmenta c t i v e l y participated.



Inauguration of Entrepreneurship Development Cell and Workshop on “Create Innovate and Inspire” held on 06.02.2018.

- Dr. Kayalvizhi Balamurugan, attended the Orientation Programme on **Demystifying Intellectual Property Rights for Innovators and Entrepreneurs** organized by the Confederation of Indian Industry (CII) in collaboration with EDP Cell, Government of Puducherry on 14th Feb. 2018 at Pondicherry Engineering College, Puducherry.
- Dr. S. Vijayalakshmi, E.C Member ED Cell, acted as a resource person in a Workshop on **Women Entrepreneurship in India** sponsored by ICSSR, New Delhi organized by AVVM Sri Pushpam College, Thanjavur on February 2018 and delivered lecture on the “**Issues and Challenges of Women Entrepreneurs In India**”.

- Three members from I year MCS and three members from II year CN&D of the ED Cell , BGCW participated in the RUSA sponsored One-Day workshop on **Skill Development Programme on Mushroom Cultivation** organized by Department of Plant Science, BGCW, on Feb. 16th2018.



Dr.B.Ramakichenin @ Bala Gandhi, Director, Department of Agriculture, Puducherry delivering the Special Address

- Six students from B.Sc., Maths, Computer Science, and Chemistry actively participated in the **ED Summit, 2018** organized by **Millennial Start-ups** on 27th Feb. 2018 at **AchariyaCollege,Villianur.**

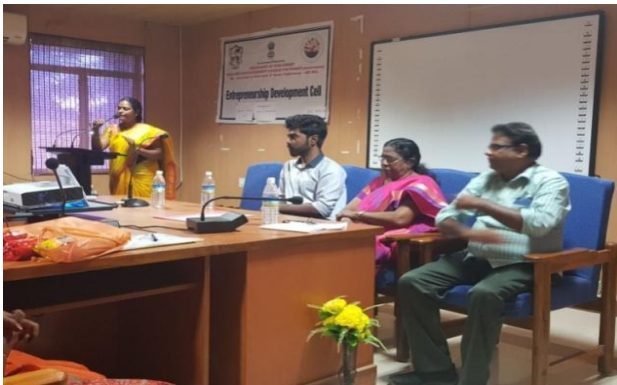


ED Cell members in ED summit 2018 organized by Millennial Start-ups on 27.02.2018

- In connection with International Women's day the EDC organized one day Regional seminar on '**Empowerment of Budding Entrepreneurs**' on 9th March 2018. Seventy-nine students participated in the seminar. Mr. Phlip Joshua, Founder, Millinial Start-up was the chief-guest of the seminar,who was the final year BBA Student, Achariya College, Villanur Dr.S.Vijayalakshmi,Assistant Professor, PG and Research Corporatesecretaryship,

Mrs. Malarvizhi Ravi and Dr.Rajiny Ch., Assistant Professors, PG and Research Department of Home Science were the resource person for the technical sessions.

Regional Seminar on 'Empowerment of Budding Entrepreneurs organised on 09.03.2018



Welcome address by Dr.Kayalvizhi Balamurugan guest

Special address by Mr.Philip Joshua, special



Technical Session by Mrs. MalarvizhiRavi, R.D Assistant Professor, Department of Home Science Bharathidasan Government College for Women



Technical Session by Dr.S. Vijyalakshmi Assistant Professor, Corporate Secretaryship Bharathidasan Government College for Women

- Twelve EDC Members (I M.Sc. (FSMD)students and two staff members - Dr.Kayalvizhi Balamurugan, Mrs.Malarvizhi Ravi participated in the National Seminar on **Facilitation of Skill Development and Start-ups in Food Sector** organized jointly by AFSTI, Pondicherry Chapter and Department of Food Science and Technology, Pondicherry University on 19.03.2018.



Participation in **National Seminar on Facilitation of Skill Development and Start-ups in Food Sector**

- A total of 25 students from different departments participated in the “IdeaCompetition” held at Pondicherry UT level and received certificates. Miss. Indhumathi of III year B.Sc., Plant Science, EDC member won the cash award Rs.5000/-III Prize from our Hon’ble Minister M.O.H. Shajahan, Minister of Industries and Commerce, on 27th March 2018 at Pondicherry Engineering College.



Miss Indhumathi receiving cash award Rs. 5000 - III Prize in the ‘Idea competition’ at UT Level on 27.03.2018. The award was received from Hon’ble Minister, M.O.H. Shajahan, Minister of Industries and Commerce, Prof. Gurmeet Singh, Vice-Chancellor, Pondicherry University and Dr.S.Ramkumar Director, ED Cell.

- S.V. Janani of II.B.Sc., and Thripurasundari.A of I.B.Sc., CN&D Department, Pavithra from III. BCS Department participated in Garnishing Talent Programme organized by EATON, Puducherry (14.07.2018 - 29.09.2018)(7-Sessions).

Agenda

S.No	Date	Time	Batch	Topic	Facilitators	Venue
1	14-Jul-18	09:00am -01:00pm	1	Effective Communication Skills	External Trainer	Hotel Accord
		02:00pm - 06:00pm	2			
2	21-Jul-18	09:00am -01:00pm	1	Assessment & Selection Skills	1. Mr. Anthony Jayakumar - GMHR	Aithi
					2. Mr. Joseph Wilson - Plant Manager	
					3. Mr. Pasupathy Rajan T - DGM NPD	
3	28-Jul-18	09:00am - 01:00pm	2	Assessment & Selection Skills	1. Mr. Anthony Jayakumar - GMHR	Aithi
					2. Mr. Joseph Wilson - Plant Manager	
					3. Mr. Pasupathy Rajan T - DGM NPD	
4	4-Aug-18	09:00am -01:00pm	1	Presentation Skills	1. Mr. Varun Vasagan - Sr. Manager Facilities	Le Royal Park
					2. Mr. Sanjeevkrishnan Manager Opex	
5	11-Aug-18	09:00am -01:00pm	2	Presentation Skills	1. Mr. Varun Vasagan - Sr. Manager Facilities	Le Royal Park
					2. Mr. Sanjeevkrishnan Manager Opex	
6	1-Sep-18	09:00am - 01:00pm	1	Emotional Intelligence	External Trainer	Aithi
		02:00pm - 06:00pm	2			
7	8-Sep-18	09:00am -01:00pm	1	Business Processes	1. Venkataramana K Finance Controller	Le Royal Park
					2. Mr. Sanjeevkrishnan Manager Opex	
8	15-Sep-18	09:00am -01:00pm	2	Business Processes	1. Venkataramana K Finance Controller	Le Royal Park
					2. Mr. Sanjeevkrishnan Manager Opex	
9	22-Sep-18	09:00am - 01:00pm	1	Women at the Helm- Need more and Sustainably too	External Trainer	RIVER
		02:00pm - 06:00pm	2			
10	29-Sep-18	09:00am - 01:00pm	1&2	Self Confidence	External Trainer	Hotel Accord



Technical Session – GTP at Hotel Accord



Distribution of certificates by Hon'ble Minister M.O.H. Shajahan, Minister of Industries and Commerce, Puducherry and Dr.S.Ramkumar, Director, ED Cell.

- ED Cell in association with Perunthalaivar Kamaraj Krishi Vigyan Kendra (ICAR) Kurumbapet, Puducherry organised two days **Training Programme On Fruits and Vegetable Processing** from - 01.08.2018 to 02.08.2018 and **Millet Processing** 06.08.2018- 07.08. 18.Thirty-Seven students from different departments participated. Dr. Kayalvizhi Balamurugan, Coordinator, ED Cell was the organizer of the event.

Training programme on Fruits and Vegetable Processing - 01.08.2018 to 02.08.2018



Dr.S. Vasantha Kumar, Principal,PKKV delivering Inaugural address



Technical Session



**Mrs. D.Bommy, Training Assistant
Department of Home Science conducting
Result Demonstration**



**Dr. S. Ramkumar, Director, EDC,
Dean, RIVER delivering valedictory address**



Participant receiving Certificate



News Paper Clipping



Participants with the Chief guest



ED Cell members with the Principal

Training programme on Millet Processing – 06.08.2018-07.08.18.



Demonstration of Product development



**Honoring the guest in Valedictory Function
Dr. B. Ramakichenin @ Bala Gandhi,
Director, Department of Agriculture,
Puducherry.**



S.V. Janani, III year B.Sc., CND receiving Certificate



Active Team Members

- Dr. Kayalvizhi Balamurugan, visited the fish processing unit, College of Fisheries Engineering, Tamil Nadu Fisheries University, Nagapattinam

Visit to Fish Processing Unit, December – 2018.



Meet with Dr. Bala Subramanian, Dean, College of Fisheries Engineering, Nagapattinam

- The ED Cell Coordinator Dr. Kayalvizhi Balamurugan, served as a Panel Member on a high-level Panel discussion organized by Hospitality and Tourism Congress and Entrepreneurs Council, New Delhi, Department of Tourism, Govt of Puducherry. It was presided by Shri.V. Narayanasamy, Hon'ble Chief Minister of Puducherry on 22nd February, 2019 at Hotel Accord, Puducherry.



Panel Discussion on Hospitality and Tourism

Entrepreneurship Development Cell Report – June 2019- May 2020

- Entrepreneurship Development Cell, BGCW and Perunthalaivar Kamarajar Krishi Vigyan Kendra (ICAR) jointly organized a Two-Day Training Programme on “**Fruits and Vegetable Processing**” from 18.09.2019 to 19.09.2019 and 24.9.2019 to 25.9.2019. Forty EDC members in two batches actively participated in the training programme.



Welcome address by Dr. Kayalvizhi Balamurugan



Inaugural address by Dr.A.Ramamourti, Principal, PKKVK, Puducherry



Active participation in the training programme



Moringa leaf processing using tray dryer



Presenting Training Report



**Honouring the Chief guest - Dr.H, Prathap Kumar Shetty
Dean (Research), Pondicherry University**



Feedback Session



Valedictory address by Dr.H. Prathap Kumar Shetty



Participants with the Chief Guests



ED Cell Members with Principal Dr.K.Subramani,BGCW

- Mrs. Malarvizhi Ravi, E.C Member, ED Cell, Assistant Professor, PG and Research Department of Home Science organized two-day training programme.



Inaugural Function - Honoring the Chief Guest Dr.A. Ramamouarti, Principal, PKKVK, Puducherry



Fruits and Vegetables Processing





Participants, Mrs. D. Bommy, Training Assistant , Home Science, PKKVK, and Mrs. Malarvizhi Ravi, R.D, Assistant Professor of Home Science , BGCW Puducherry



Welcoming and Honoring the Chief Guest Dr.R.Srinivasan, Associate Professor, Corporate Secretaryship and ED Cell, Advisor, BGCW for the Valedictory Function



Vote of Thanks by Jannani. B of II yearB.A (English)

Social Entrepreneurship Event

- The Entrepreneurship Development Cell in association with Satya Special School Puducherry organized Regional Seminar on “**Educate Future Mother on Breastfeeding (EFMBF -2019)**” on 6th and 7th August 2019, at Conference hall. On 6.08.2019. Two hundred students from Science, Arts and Commerce Departments participated in the Seminar. The Seminar was organized by Dr.Kayalvizhi Balamurugan, Assistant Professor, PG and Research Department of Home Science, BGCW, IYCF Counseling Specialist &National Trainer and ED Cell Coordinator, BGCW.The Programme was sponsored by the Director, Satya Special School, Puducherry.

Social Entrepreneurship event - Two-day workshop on - “Educate Future Mother on Breastfeeding (EFMBF - 2019)”



Lighting the Lamp by Principal Dr.K.Subramani, and Chief Guest Dr.R.Murali, Medical Officer, R.G.G.W&C, Hospital



Inaugural and keynote address by Dr.R.Murali, Resident Medical Officer, Medical Officer R.G.G.W&C, Hospital



Technical Session- I- Mrs.Chitra Shah, Director, Satya Special School



**Technical Session II- Dr. SupriyaKVinod,
Professor & Principal, CollegeofPhysiotherapy,
Trainer -IYCF MTPG&RIHS**

**Technical Session III - Dr. Manjubla Dash,
Professor& HOD, Dept.of OBG, College of, National
Nursing National Trainer -IYCF MTPG &RIHS**



**Technical Session –IV- Mrs. Malarvizhi Ravi, R.D
Assistant Professor, PG and Research
Department of Home Science, BGCW.**



**Organizers with the Special
Guest Mrs. Chitra Shah, Director
Satya Special School.**

Day- 2, On 7th August 2019, hundred students from Humanities and Commerce Department participated in the Seminar.



**Technical Session –I- Mrs. Vijaya Chandrasekaran, Life Skill Trainer, Satya Special School,
Puducherry.**



Technical Session II - Dr. Manjubla Dash, Professor & HOD, Dept. of OBG, College of Nursing, MTPG & RIHS



Technical Session – III- Mrs. Malarvizhi Ravi, Assistant Professor, PG and Research Department of Home Science, BGCW.



Technical – IV & V- Dr. Rajiny Ch, Assistant Professor PG and Research Department of Home Science, BGCW

- On the occasion World Breast Feeding Week Celebration – 2019, in appreciation and acknowledgment of the outstanding contribution in the field of public health in training the stakeholders and creating awareness on Infant and Young Child Feeding, the Counseling Specialists and National Trainers - **Dr. Supriya .K.Vinod, Dr.Manjubla Dash, Dr. Kayalvizhi Balamurugan** has been honored and awarded as “**Excellence in Public Health Service**”

Newspaper Clippings



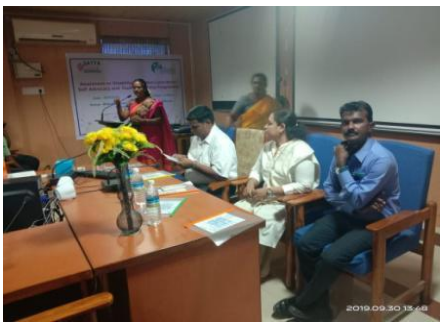
- Dr.S.Vijayalakshmi, E.C Member, ED Cell organized one day workshop on **Disability (Stimulation Laboratory) Self Advocacy and Youth Leadership Programme on 30th** September 2019. National Service Scheme, BGCW in association with Satya Special School Puducherry Around eighty students from various departments participated.



Welcome Address by Dr.S.Vijayalakshmi, EC Member, ED Cell



Keynote Address on Disability Awareness by Chief guest - Dr. Vidhya Ramkumar, Chairperson, Sexual Harassment Cell at Workplace, Govt of Puducherry



Speakers of the Event : Mr . Sheick Sharif, Mr.H.S Anil, Mrs. Vijaya Chandran, Satya Special School andDr. Kayalvizhi Balamurugan, BGCW

- Dr.S.Vijayalakshmi served as a resource person in a Workshop on Entrepreneurial Skill Development at Saradha Ganagadharan College, Puducherry and gave a lecture on **“How to Take Up Entrepreneurship as a Career”** during March 2019. She also served as a resource person in one day International workshop on Recent Trends in Research methods in commerce and Management, Swami Dayanandha College of Arts and Science, Tiruvarur, July2019 and delivered lecture on Research Innovations inEntrepreneurship.
- ED Cell, Coordinator organised three days Skill development Programme on **Beauty Care** on **07.10.2019 to 09.10. 2019**

Mrs. S. Selvi, Beautician, Ranjaini’s Beauty Parlour giving training on beauty care.



Technical Session

Hands on training



Threading



Hair Cutting



Waxing



Facial



Face Make up and Saree Draping



Honouring the Master Trainer S. Selvi



Mrs.Magidha, Chief Dietitian, P.I.M.S , Special Guest honouring the trainer.

- Dr. Kayalvizhi Balamurugan coordinator EDC, Bharathidasan Government College for Women has participated the “**Faculty Development Programme on Technology Dissemination on Designing Development of Functional Food Product** “funded by AICTE New Delhi from 14.10.19 to 25.10.19 at College of Food And Dairy Technology, Koduvalli, Chennai.



Participants in the FDP



Receiving certificate from Dean, College of Food and Dairy Technology, TANUVAS, Chennai

- Dr R.Srinivasan, Associate Professor, delivered lecture on EDP awareness programme, organized on 11.11.2019 for III B.com (C.S) Fifty five students attended the Programme.



- Punitha.N of I.I.M.Sc (FSMD), EDC member participated in the two day workshop on **“Youth Wellbeing In Digital Age”** organised by Trust For Youth And Child Leadership On 11.01.20- 12.01.2020 at Shenbaga Hotel and Convention Centre Puducherry.



Workshop participants with Chief guest

- A. Yamini , B.Divyadarshini, I. Nivethaithaab Sree N.Punitha and J.Senthamizh from CN&D Department participated in the UGC sponsored National Seminar on **“New Vistas In Food Processing In Augmenting Entrepreneurship”** on 31.1. 2020 organised by B.Voc (Food Processing) Department, Seethalakshmi Ramaswamy College, Tiruchy. **Punitha.N II year M.Sc (FSMD)**, presented paper (poster) on **Facilitation of Skill Development to Initiate Start-ups in Food Sector Received Award SecondPosition.**



Participants with the organizer Dr. M.V Alli, SRC,Tiruchy



Poster presented in the Seminar

- In association with Department of Management studies IFET, College of Engineering organised one day workshop on “**Effective Skill Set For Job and Entrepreneurship**”. The programme enlightened students on the need for acquiring skill on communication and entrepreneurship in addition to current trends in business management in India.
- Ninety students final year students from different Department actively participated in the workshop on 5th March 2020. In this occasion three students **Miss. G. Radthika & Megala of II year M.C.S, Jannani.B II year B.A**, the budding entrepreneurs were honoured for their startups (painting through Instagram, artificial jewellery, New-U Fitness start-up).



**Technical Session by Mr.Mohamad Mazoor,
Assistant professor, Department of Management studies**



ED Cell Members, Principal and Chief Guest

Honouring the Budding Entrepreneurs



Miss. G.Radthika,II.M.C.S



Miss B. Jannani II .B.A



MissMegala, II.M.C.S



Exhibition of the products developed by G . Radhika and Megala

- Dr. Kayalvizhi Balamurugan coordinator, ED Cell BGCW participated in the one-day workshop on “**How Far Puducherry**” on 6th March 2020 organized By DIC & French Town 360 (Hospitality service provider) and Phil & crew.

Mr. Ravi Ranjan Entrepreneurship Evangelist, start-up expert, TEDx speaker public speaker and digital nomad was the chief guest and the resource person of the special event.



She also participated in the one day training programme on **Kitchen Garden and Organic Farming** organized by **Directorate of School Education** in collaboration with **Gratitude Farm Private Limited** on 11th February, 2020 students at Shabna Puthurai Road, Puducherry.

Training programme on Kitchen Garden and Organic Farming



- Dr. Kayalvizhi Balamurugan participated in the UGC Sponsored Food Product Development On “Food Processing Technique” during 10th and 11th March 2020 organised by B.Voc Food Processing and Safety, PG and Research Department of Nutrition and Dietetics, Jamal Mohamed College (Autonomous), Tiruchirappali.



Bakery Product Development

● Organised three days National Level Online Workshop on “Issues and Concerns during Covid-19” on 20.05.2020 to 22.05.2020. Dr. Kayalvizhi Balamurugan was the convener and organizing secretary of the programme. Around 150 students and 150 staff members across the country participated.

Online Workshop on ISSUES & CONCERNS DURING COVID
(20th - 22nd MAY 2020)
Time: 4.00pm To 5.00pm

HURRY UP **OPEN TO ALL**

- Immuno Nutrition & Traditional Spices
- Food Sanitation & Hygiene during COVID19
- Focus on Fitness

Co-ordinators
Dr J Ganeshi Mohan
Dr.Kayalvizhi Balamurugan

Participants other than students should pay an amount of Rs.100/- as workshop fee through any mode of Online Payment on or before 19/05/2020 to the below Bank Account.

Certificate will be issued **Click Here To Register**

A/c No: 68174876 || IFSC Code: IDIB000L007
Account Name: WPTPCOY-OTB || Indian Bank || Lawpet Branch

Organized by
WOMEN'S POLYTECHNIC COLLEGE
(SITE REMOTE CENTRE-8C140) PUDUCHERRY
in association with
BHARATHIDASAN GOVT. COLLEGE FOR WOMEN
(AUTONOMOUS) (ENTREPRENEURSHIP DEVELOPMENT CELL) PUDUCHERRY

Reach us
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Speakers:
Mrs. Meenakshi Bajaj, PG, DND, M.Sc., C.D.E., R.D., CEN (USA), LL (Onco & Renal), ESPEN, (Ph.D), Chief Dietician, Tamilnadu Govt. Multi Super Speciality Hospital, Chennai.
Dr. J. Hemamalini, M.Sc., M.Ed., Ph.D., R.D., Professor & Head, Dept. of Clinical Nutrition, Sri Ramachandra Institute of Higher Education, Chennai.
Mrs. Malarvizhi Ravi, M.Sc., M.Phil., R.D., Asst. professor, PG and Research Department of Home Science, Bharathidasan Government College for Women (Autonomous) Puducherry.

WebinarFlyer

WOMEN'S POLYTECHNIC COLLEGE, PUDUCHERRY & BHARATHIDASAN GOVT. COLLEGE FOR WOMEN, PUDUCHERRY

Online Workshop on **Issues & Concerns During COVID**

Programme Schedule
May 20th-22nd, 2020

Date & Time	Topic & Speakers
20.05.2020 10.00am To 11.00am	Special Address: Adapting to the COVID'19 situation Dr.S.Ramkumar, M.V.Sc., Ph.D., (UK), Dean, Rajiv Gandhi Institute of Veterinary Education & Research, Puducherry cum Director, Entrepreneurship Development Cell, Puducherry
20.05.2020 04.00pm To 05.00pm	Topic: Immuno Nutrition & Traditional Spices Mrs. Meenakshi Bajaj, PG, DND, M.Sc., C.D.E., R.D., CEN (USA), LL (Onco & Renal), ESPEN, (Ph.D), Chief Dietician, Tamilnadu Govt. Multi Super Speciality Hospital, Chennai.
21.05.2020 04.00pm To 05.00pm	Topic: Food Sanitation & Hygiene during COVID'19 Dr. J. Hemamalini, M.Sc., M.Ed., Ph.D., R.D., Professor & Head, Dept. of Clinical Nutrition, Sri Ramachandra Institute of Higher Education, Chennai.
22.05.2020 04.00pm To 05.00pm	Topic: Focus on Fitness Mrs. Malarvizhi Ravi, M.Sc., M.Phil., R.D., Asst. professor, Department of Home Science, Bharathidasan Government College for Women (Autonomous), Puducherry.

Programme Schedule

News paper Clippings



Programme from June 2020 to Till date

During the first week of June 2020 Online Competitions were conducted. 1. Food Photography Title -Immune Boosting Diet 2. Essay writing Title – Entrepreneurial Avenues during Lockdown.

On 06.07.2020, Hamdah of III year B.Sc Zoology ED Cell member developed a product Nannari Syrup and started marketing. She distributed her product in the college campus.

Product Development and Promotion



- Dr. Srinivasan R, Associate Professor, Department of Corporate Secretaryship participated in the following events
- Participated Six days National level Faculty Development Programme on "**Entrepreneurship And Innovation**" organised by Entrepreneur Development Cell and Institution's Innovation Council at P. K. R. Arts College For Women (Autonomous) jointly with ED CELL, Anna University Regional campus, Anna University, Coimbatore from 15.5.2020 to 20.5.2020 through online mode.
- Participated in the Ten Days Online Skill Development Programme on “Social Media Digital Marketing” Sponsored by Rashtriya Uchcharat Shiksha Abhiyan (RUSA) Project titled “**Skill Development Programme on Digital Marketing**” organized by School of Commerce, Bharathiar University.
- Participated in AICTE sponsored **Online Short - Term Training Programme (STTP)** on ‘Entrepreneurship Development’ during 17-21 & 24th August 2020 Department of Management, PSGR Krishnammal College for Women, Coimbatore.
- Participated in the Short-Term Training Program (STTP) on “**Women Entrepreneurs in Plastic Up-cycling**” under AICTE’s Quality Improvement Scheme, conducted online by SCMS School of Technology and Management, Kerala from 24th to 29th August 2020.