

**Report  
on  
Entrepreneurship Development Cell  
Activities  
in  
2017 - 2018**

**by  
EDII Hub @ Thiagarajar College of Engineering  
Madurai - 625015**



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## **TOP MANAGEMENT PROGRAMME**

Top Management Program on Entrepreneurship Promotion in Educational Institutions was jointly organized by Entrepreneurship Development and Innovation Institute (EDII), Chennai at EDII HUB Thiagarajar College of Engineering, Madurai on 02<sup>nd</sup> May 2017. There were 30 participants from 7 Engineering Colleges, 4 Arts Colleges and 2 Polytechnic Colleges in and around Madurai region and most of them were faculty members cum Entrepreneurship coordinators from their institutions.

Dr.S.Chandran, Hub Coordinator and Associate Dean, Entrepreneurship, Thiagarajar College of Engineering welcomed the participants and highlighted the background regarding the Top Management and Tamil Nadu Student Innovator (TNSI) Program.

Subsequently, Mrs. R. Shajeevana, Additional Director, Entrepreneurship Development and Innovation Institute, Chennai described the details of Innovation and Entrepreneurship Development Program (IEDP) designed and executed by EDII in various educational institutions in Tamil Nadu. She also explained the necessity for the Top Management of the Educational institution to appreciate the IEDP initiative and the Entrepreneurship culture and attitude among the students. She highlighted the key benefits designed by the educational institutions upon enrollment in this IEDP program as Spoke institutions. The action plan of the EDII for the forthcoming year has been briefed in the meeting to enthuse and educate the participants about the structure of the program.

Mr.Sivasankar, Assistant Director (PMO-IEDP) Entrepreneurship Development and Innovation Institute, Chennai highlighted the funding from the EDII to establish Tamil Nadu Business Incubator in educational institutions. He also explained the modus operandi of Incubators and the Criteria for establishing Technology Business Incubator in educational institutions.

Mr.Vishwanathan Sahasranamam, Co-Founder & Vice President, Forge Accelerator presented the key events that took place on “Regional Startup Activation Program” 2016. He also illustrated the derivation of the RSAP program and explained proposal to initiate “Tamil Nadu Student Innovators 2017” jointly organized by EDII and Forge.

During the Event Dr. V. Abhaikumar, Principal, TCE illuminated the participants with the journey of entrepreneurship promotional activities being carried out at TCE and also highlighted the futuristic pathway for entrepreneurship promotion in TCE.

The student innovators from Thiagarajar College of Engineering – 9 Teams, Mepco Schlenk Engineering College – 1 Team, Sri Vidya College of Engineering and Technology – 1 Team and NPR College of Engineering – 2 Team among Top 45 Startup ideas were felicitated by EDII, Forge and TCE.

Dr.S.Balaji, Hub Coordinator, Entrepreneurship, Thiagarajar College of Engineering proposed vote of thanks to the EDII, The Management of TCE, Forge and participants and team members.

Welcome address delivered by  
**Dr.S.Chandran**, Associate Dean  
(Entrepreneurship), TCE



**Mrs.R.Shajeevana**, Additional Director, EDII  
Chennai delivered EDII-Tamil Nadu 2017  
programs & plan presentation

**Mr.Shiva Shankar**, Assistant Director (PMO-IEDP), EDII,Chennai addressing the participants



**Mr.VishwanathanSahasranamam**, Co-Founder & Vice President, Forge Accelerator delivered Tamil Nadu Student Innovators 2017 program Presentation



**Dr.V.Abhaikumar**, Principal, TCE, Madurai delivered activities of TCE-TBI & EDII – Hub@TCE



Student Innovators

## **FACULTY DEVELOPMENT PROGRAMME**

Faculty Development Program on Entrepreneurship Promotion in Educational Institutions was jointly organized by Entrepreneurship Development and Innovation Institute (EDII), Chennai & EDII HUB at Thiagarajar College of Engineering, Madurai from 10<sup>th</sup> August 2017 to 12<sup>th</sup> August 2017. There were 42 participants from 11 Engineering Colleges, 10 Arts Colleges and 2 Polytechnic Colleges in and near around Madurai region and most of them were faculty members taking care of Entrepreneurship development cell in their respective institutions.

### **INAUGURATION OF THE EVENT**

Dr.S.Balaji, Hub Coordinator, Thiagarajar College of Engineering welcomed the participants and highlighted the background regarding the Faculty Development Program.

Chief Guest for the Inaugural Function was Dr. V. Abhaikumar, Principal, Thiagarajar College of Engineering, Madurai and Guests of Honor were Ms.Sujaya Rao, Trainer & Mentor, EDII. During the Event Dr. V. Abhaikumar, Principal, TCE presented the journey of entrepreneurship promotional activities being carried out at TCE and also highlighted the futuristic pathway for entrepreneurship promotion in TCE. Ms.Sujaya Rao, gave a briefing about the workshop for three days and how it would help the participants to motivate the students in their respective colleges. Ms.Subha Manager, TBI@TCE gave a sharing experience about TBI activities.

Dr.S.Chandran, Hub Coordinator and Associate Dean, Entrepreneurship, Thiagarajar College of Engineering proposed vote of thanks to the EDII, The Management of TCE and participants and team members.



Chief guest address delivered by  
**Dr.V.Abhai Kumar,**  
Principal, Thiagarajar collage of Engineering



Welcome address delivered by  
**Dr.S.Balaji**, EDC Hub Coordinator,  
Thiagarajar College of Engineering



**Ms.Sujaya Rao**, Trainer & Mentor, EDII  
honored by Dr.V.Abhai Kumar,  
Principal, Thiagarajar collage of Engineering

Lecturer delivered by **Ms. Sujaya Rao**,  
Trainer & Mentor, EDII



Group Discussion and activities of the  
participants

## **TAMIL NADU STUDENT INNOVATORS 2017 PROGRAMME**

Tamil Nadu Student Innovators 2017 Program on Entrepreneurship Promotion in Educational Institutions and Forge Accelerator was jointly organized by Entrepreneurship Development and Innovation Institute (EDII), Chennai & EDII HUB at Thiagarajar College of Engineering, Madurai on 13<sup>th</sup> September 2017. The event was held at Thiagarajar College of Engineering, Madurai. There were 90 participants from 8 Engineering Colleges and 6 Arts Colleges in and near around Madurai region.

Dr.S.Chandran, Hub Coordinator and Associate Dean, Entrepreneurship, Thiagarajar College of Engineering welcomed the participants and highlighted the TNSI Program. Resource persons Mr.Vishwanath, Co-Founder & Vice President, Forge Accelerator and Dr.S.Lakshmi.Meera, KCT Business School, Coimbatore honored by Dr.S.Chandran, Hub Coordinator and Associate Dean, Entrepreneurship, Thiagarajar College of Engineering,



Welcome address delivered by  
**Dr.S.Chandran**, Asso Dean, EDII Hub  
Coordinator, Thiagarajar college of  
Engineering

**Mr.Vishwanath**, Co-Founder & Vice  
President, Forge Accelerator honored by  
Dr.S.Chandran, Asso Dean, EDII Hub  
Coordinator, Thiagarajar college of  
Engineering







**Dr.S.Lakshmi.Meera**, KCT Business School, Coimbatore honored by **Dr.S.Chandran**, Asso Dean, EDII Hub Coordinator, Thiagarajar college of Engineering

Lecturer delivered by **Mr.Vishwanath**, Co-Founder & Vice President, Forge Accelerator



Group Activity

TNSI 2017 Participants



## **STUDENT E-LEADER PROGRAMME**

Student E-Leader Program on Entrepreneurship Promotion in Educational Institutions was jointly organized by Entrepreneurship Development and Innovation Institute (EDII), Chennai & EDII HUB at Thiagarajar College of Engineering, Madurai from 24<sup>th</sup> & 25<sup>th</sup> October 2017. There were 28 student participants from 7 Engineering Colleges and 5 Arts Colleges in and near around Madurai region.

### **INAUGURATION OF THE EVENT**

The program was formally inaugurated on 24/10/2017 at Thiagarajar Business Incubator Seminar Hall and whose initiation started with a prayer. Dr.S.Balaji, Hub Coordinator and EDC Coordinator, Thiagarajar College of Engineering welcomed the participants and highlighted the need for entrepreneurship attitude among young generation with respect to global scenario. Dr.S.Chandran, Hub Coordinator and Associate Dean, Entrepreneurship, Thiagarajar College of Engineering presented the structure and Goals behind organizing this workshop and also detailed the course of actions need to be done to promote entrepreneurship in the respective educational institutions.

### **KEY EVENTS IN THE WORKSHOP**

The students were encouraged to discuss and mingle with the fellow participants from different colleges by means of “Get to know one another” exercise facilitated by Dr.S.Chandran and which was followed by self-reflection exercise to understand the SWOT of the students. The students were also facilitated to understand the leadership traits and were enthused to identify the leadership skills in them by means of pin and straw exercise. In day 1, the students were also introduced to Wadhwani way of building entrepreneurship on campus and were introduced to understand the functioning of E-cell in campus and the strategies to sustain the functioning was also discussed.

The students also observed some case studies from successful E-leaders and the students were facilitated to discuss the feasibility to emulate the best practices in their campuses. Mr,Swaminathan shared his experience and displayed some videos. He also had informal discussions with the students about the myth and fear factor involved in Entrepreneurship during Lunch. Dr.S.Chandran explained the need to sustain the interest and carry out perpetual activities

with respect to Entrepreneurship promotion in institutions and he also lauded noble initiative by Entrepreneurship Development Institute, Chennai.

In the subsequent day, the students were introduced to Curriculum and practicum programs offered by NEN. The key events that can be conducted in the campus to promote entrepreneurship was discussed and followed by which the students were asked to brain storm with their friends regarding the conduction of such events in their respective institutes. Surprisingly, students had also came with innovative suggestion of holding a bazaar in their respective campuses during the festive seasons to provide quality products at affordable price. The methods to improve the marketing and entrepreneurial skills suggested by the students were recorded and disseminated to all the participants.

The students were encouraged to discuss their experiences and expectations in Entrepreneurship development cell in the presence of a panel constituting Dr.S.Balaji & Mr.Swaminathan, Training Coordinator, IEDP, EDII. Finally the participants were invited to present their feedback.



Lecture on E-leaders function delivered by  
**Dr.S.Balaji**, Hub Coordinator  
(Entrepreneurship)

Lecture on Enterprenturship promotion  
delevered by **Dr.S.Chandran**, Associate Dean  
(Entrepreneurship)



Shared Entrepreneur's videos delivered by  
**Mr.Swaminathan**, Training Coordinator,  
IEDP,EDII, Chennai

One Dollar Venture activity







Students Presentation

Pins and Straws activity



DISRUPT Idea Trigger Game predentation

## Panel Discussion



## **STUDENT EVENTS AT IEDP COLLEGES**

### **1. THIAGARAJAR COLLEGE OF ENGINEERING**

#### **TETE A TETE**

Tete-a-Tete is an event that was newly proposed in the academic year 2017-18. The Event was started with a motive that students can interact more freely to the Budding Entrepreneurs. Ashwin Vairavan, an Alumni of TCE was the first person we had a Tete-a-Tete with. Around 50 students turned up for the meet, whose venue was the Satellite Canteen. Students discussed topics such as the Chances available for them, How to Prototype and various other such topics.



#### **BID THE BEST**

The event “Bid the Best” was conducted on 22<sup>nd</sup> of January 2018 for students who were selected through a Preliminary Round. The motive of the event is to test the student's ability to stick to their plan, their ability to make decisions under stressed conditions and use of presence of mind and quick wit. These qualities are some of the characteristics of an entrepreneur by default. There were a total of 16 teams which were divided into two set of eight teams. Each set of eight teams were taken to a separate class which had a moderator. Each class had a person who kept track of the bids and balance amount of the teams. Each team had to select a CEO, a MD, a HR and employees for which each team was given a sum of 2 crore rupees. The auction consisted of four rounds. The first one for CEO, the second one for MD, the third one for HR and the last one for employees. The teams were then judged by a judging criteria attached.



## **BIZ QUIZ**

The event “Biz Quiz” was conducted on 19<sup>th</sup> of January 2018, for students of years 1 to 3. The students were given a set of questions related to recent happenings in the Business Community. A Question pool was prepared by all the E-Leaders and suitable 20 questions were selected from the Pool. The students were given a time limit of 20 minutes to complete the Quiz. A total of 26 teams participated each team consisting 3 members, out of which 16 teams were selected on the basis of marks scored by each team. When it comes to competition it boils down who gave their best. The teams with the highest scores were chosen as the winners.



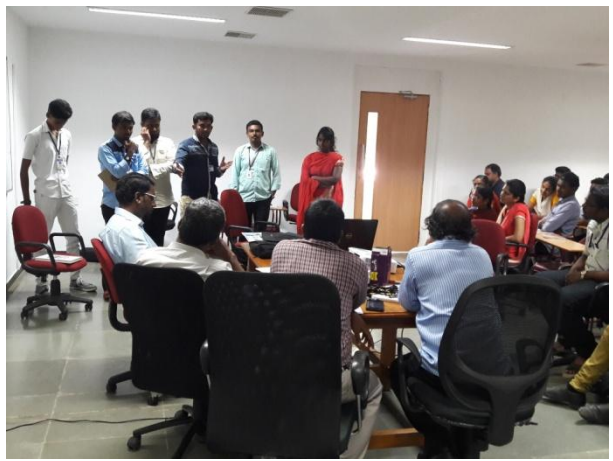
## **BE THE CEO**

The event “Be the CEO” was conducted on July 2017. The students were made to wear the hat of Famous Entrepreneurs. Questions on possible Crisis, Existing issues, and various other issues/ problems that the company may go through were asked. 40 Students, themselves acting as Entrepreneurs responded to the situation more effectively. They were judged on a basis of Spontaneity, Effective Communication, and the ability to withstand pressure.





## STUDENT DESIGN PROJECT





## AMAZON TRAINED E-COMMERCE SPECIALIST



## 2. PANDIYAN SARASWATHI YADAV ENGINEERING COLLEGE

### IDEATORS 2018

Secured second prize with a cash award of 30000 for solar car and 10000 for Transchair at IDEATOR'S 2018 organized by Jason's School of Business at Coimbatore.



### INNOVATION FESTIVAL AT DISTRICT SCIENCE CENTRE, TIRUNELVELI

Selected as a best Innovation to be presented with a stall at innovation festival at district science centre, Thirunelveli.





## MADURAI PRODUCTIVITY COUNCIL

Participated and won at Madurai productivity council program



## BUYER SELLER MEET 2018

MSME Development Institute, Chennai in association with MADITSSIA organized **Buyer Seller Meet 2018** at MADITSSIA Hall, Madurai on 23.1.2018(Tuesday). It was a three days event which lasts until 25.01.2018. Sellers of various goods including different sector Industries, ISRO, BARC, etc had their stalls in this grand event.



## STARTUP PAYANAM

StartupPayanam, an initiative to foster entrepreneurship among young fellow Indians. The idea here is a startup tour where we plan to take the participants across the various

established and budding companies/startups. The challenges, strategies, problem solving and experience the Entrepreneur's go through. This is an effort by the startup community to inspire and educate aspiring Entrepreneurs for the overall benefit of the ecosystem.

Madurai edition of #StartupPayanam is to be organized by EDII, Govt of Tamilnadu, Chennai, and MADITSSIA, Madurai on 09.12.2017(Saturday) along with Pandian Saraswathi Yadav Engineering College. It's the Second successful year of this kind in Madurai previously organized solely by Pandian Saraswathi Yadav Engineering college in the year 2016.



## DIGITALL PROGRAM

**PSY Engineering College** along with *Digitall and Young Entrepreneurs School* of **Madurai Chamber of commerce** organized a training program to the people in Kottanathampatti village, Melur of Madurai District about Basic computer knowledge on 22.10.2017.





### 3. SRI VIDYA COLLEGE OF ENGINEERING AND TECHNOLOGY

#### AWARNESS WORKSHOP ON ENERGY CONSERVATION

Our Students from B.E EEE (21 students) and three faculty members attended a three-day workshop on “Energy Auditing and Conservation” from 15.11.2017 to 17.11.2017, approved by Department of Industries and Commerce–Govt. of Tamil Nadu, organized by **District Industry Center**, Virudhunagar in association with Virudhunagar District Tiny and Small Scale Industries Association (**VIDITSSIA**) & Kalasalingam University, Krishnankoil.



#### ENTREPRENEURSHIP MOTIVATIONAL LECTURE

**Mr. Shathish**, The Managing Director of **Greenyz Mushrooms**, Thiruthangal visited our campus in order to motivate the students who are interested in pursuing entrepreneurship and presented a talk on the **trending patterns in business and marketing** for creating/developing new/existing business firms on **30<sup>th</sup> August 2017 (Wednesday)**.

#### Entrepreneurship Awareness Conference:

A one day awareness conference on Entrepreneurship was organized by the General Manager of **District Industry Centre, Virudhunagar** with the benevolence of the **District Collector of Virudhunagar, Thiru. A. Sivagnanam., I.A.S** on **01<sup>st</sup> February 2018 (Thursday)** along with the Officials from District industry Centre (**DIC**), Virudhunagar in order to motivate the students who are interested in pursuing entrepreneurship and will present a talk on the trending patterns in entrepreneurship development and the support offered through the government for creating/developing new/existing business firms. The program was also ignited by the presence and talk by two practicing successful entrepreneurs from the district and by the officials from the Lead Bank, State Bank of India, followed by a discussion session in the



afternoon with the young interested students and the Entrepreneurs. Refreshments and Lunch were sponsored by DIC, Virudhunagar.



#### 4. G.VENKATASWAMY NAIDU COLLEGE (SFC), KOVILPATTI

##### ICTACT Courses

- Department of Computer Science has conducted **ICTACT Youth Registration** program on 28/08/2017. Totally 44 students are Registered.

##### EDC Inauguration

- The Inauguration of EDC was held on 31.07.2017. Our chief guest **Mrs.Vimala Sambath** Oscar Institute of Science & Management, Kovilpatti. She shared his ideas of how to develop skills to become an Entrepreneur. All students of EDC were benefited.



*Our Director delivers the inaugural address*

### **MOU**

- Our **EDC & Nila Detergent Soap & Marketing, Sivakasi** signed MOU on 02/08/17. All students of EDC were benefited and many of them sales Nila Detergent Products.
- Our EDC and Oscar Institute of Science & Management signed MOU on December 2018. It will be initiated self-employment for students.

### **Coaching Classes**

- The Government of India Ministry of Skill Development & Entrepreneurship conducting various courses under the scheme of “**Pradhan Mantri Kaushal Kendra**”. They provide training for **BPO, Mobile Phone Hardware, Field Technician, Food and Beverage Services, Self Employed Tailor, Assistant Beauty Therapist & Computer Hardware** courses. These classes are conducted by Oscar Institute of Science & Management, Kovilpatti. Totally 137 students are benefited.

### **Meetings**

- Our EDC has conducted a meeting on “**To Motivate the Entrepreneur**” on 02/08/2017 at **GVN College, Kovilpatti**. Our chief guest **Mr. R. Arumugam** Nila Detergent Soap & Marketing, Sivakasi. He shared his ideas of how to develop skills to handle business. All students of EDC were benefited. All Staffs and students were attend the Meeting.

### **Training Programme**

- Tamil Nadu State Council for Science and Technology, Govt. of Tamil Nadu Conducting a Training Programme on “**Honey Bee Rearing**” in our college on 22/12/2017. Our chief guest **Mrs. Josephin Arockia Mary** Vibis Natural Bee Farm, Madurai. She shared his ideas of how to form the Natural Honey Bee Farm. All students of EDC were benefited.



*Our Director Delivers the inaugural address*

### **Industrial Visit**

- Our EDC has arranged Industrial Visit to Vibis Natural Bee Farm, Madurai on 25.01.2018. All EDC Staff members and students were benefited through this industrial visit for forming about Natural Bee Farm.

### **Workshop**

- Our EDC has conducted a State Level Workshop on “**Kitchen Garden**” on 06/02/2018 at **GVN College, Kovilpatti**. Our chief guest **Mr. Balaji**, Mouthi Kitchen Garden, Sivakasi. He shared his ideas of how to grow and maintained cropping patterns, Pest control to forming a small garden in home. All EDC Staff members and students were attend this workshop.





*Our Chief Guest Distributed the Certificates*

#### **Staff Achievements**

- **Mrs. S. Sivasakthi, Asst. Prof.**, has participated in 4 day Faculty Development Programme on **“TRAILHEAD DEVELOPER EDUCATOR WORKSHOP”** conducted by ICT Academy from 29.08.2017 to 01.09.2017 held at Mepco Schlenk Engineering College, Sivakasi.

## **STUDENT ACHEIVEMENTS IN MADURAI HUB**

### **NATIONAL LEVEL CONTEST**

- CII-YI Startup Idea Summit – Student team from TCE has secured 5th place in IIM Bangalore
- Smart India Hackathon:
  - Six teams from TCE has been selected for finals in Hardware and Software edition under different Ministries
  - Hardware editions
    1. Smart Communications - Team Name: THE SUPERNOVANS – Ministry of Information and telecommunication
    2. Bio Sensing Technologies - Medical Devices & Healthcare
    3. Security and Surveillance – Ministry of Defence
  - Software editions
    4. Meal on Wheels - Ministry of Road Transport and Highways
    5. Air and Water Quality Care System - Council of Scientific and Industrial Research

### **STATE LEVEL CONTEST**

- ENANTRA – Students from TCE have secured 1<sup>st</sup> prize and second prize in Uber pitch and E-idol/Biz wizard contest in anna University, Chennai



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## **EVENTS AND WORKSHOP ORGANISED**

### **Startupreneur event (conducted in association with CII) – 21/08/2016**

#### **Guests of Honour**

- 1. Mr.M.Anbukani**  
Chairman, CII Madurai Zone &  
Managing Director  
Penguin Apparels (I) Ltd
- 2. Mr.Ligi George,**  
Past Chairman, CII Madurai Zone & Managing Director, Madras Suspensions Ltd
- 3. Mr.R.Sivarajah,**  
Co-Founder, Native lead Foundation & Managing Director, Wlnways Systems P Ltd
- 4. Mr.Navass Meeran**  
Chairman, CII SR Startupreneurs Forum, Past Chairman, CII Southern Region & Chairman,  
Eastern Group
- 5. Mr.HariThiagarajan,** Executive Director , Thiagarajar Mills P Ltd

The Startupreneur event was conducted at TCE in association with Confederation of Indian Industries. The CII-Startupreneur is an initiative to encourage southern states to engage with the start-up community and provide newcomers the much-needed hand-holding support and guidance of established entrepreneurs. The main objective of the forum is to identify and nurture innovative ideas into start-up businesses, to create a network for start-ups with potential investors and senior professionals through monthly meets and also to hold an Annual Regional Startupreneurs Awards to recognize the best start-ups of the year, participants were told.



Former chairman of Confederation of Indian Industry (CII), southern region, Navas Meeran, inaugurated the session titled, The Next Wave of Indian Economy, organized by CII. He told the students that the Startupreneurs Forum had been formed to facilitate favourable eco system and engagement with start-ups across the region. Chairman of CII, Madurai Zone, M Anbukani, welcomed the move to form the forum.

## EDC Inauguration & Top Management Program – 27<sup>th</sup> Sep 2016

Chief Guest for the Inaugural Function was **Thiru. KarumuthuKannan**, Correspondent Thiagarajar College of Engineering, Madurai and Guests of Honour were Dr.(Mrs.) S.Raju, Dean Industry Institute Interaction, Thiagarajar College of Engineering. And lecture on Entrepreneurship promotion delivered by **Mr.K. Rajaram IAS**, Director, EDI and addressing and gathering EDI Mrs.R.Shajeevana , Additional Director –EDI, Chennai and **Ms.VishnuPriya**, Regional Manager, National Entrepreneur Network addressing to the participants.



Chief guest address delivered by **Thiru. Karumuthu Kannan**, Correspondent Thiagarajar collage of Engineering

Lecture on Enterprenturship promotion delivered by **Mr.K. Rajaram IAS**, Director, EDI.





**Mrs.R.Shajeevana**, Additional Director,  
EDI Chennai addressing the gathering

**Ms.VishnuPriya**, Regional Manager, National  
Entrepreneurship Network addressing the  
participants





## **Faculty Development Program – 13<sup>th</sup> to 15<sup>th</sup> Oct 2016**

Chief Guest for the Inaugural Function was Mr. K. Thiagarajan, Trustee, Thiagarajar College of Engineering, Madurai and Guests of Honour were Mrs.R.Shajeevana , Additional Director –EDI, Chennai and Dr.Rosy Fernando, NEN Master Trainer& CEO, Start-up Solutionspvt.ltd. Other Guests present on the day of Inaugural function were Dr. V. Abhaikumar, Principal, Thiagarajar College of Engineering and Dr.Mrs. RajuAbhaikumar, Dean, III, Thiagarajar College of Engineering.

### **Key Events in the Workshop**

First generation Entrepreneur MrS.Krishnamurthy and Mr. Einkaran Managing directors, Eaekay associate company Pvt. Ltd, shared their entrepreneurial experience with the audience. Later the participants visited the M/s Eaekay associates company Pvt. Ltd located in Thanakkankulam, Madurai and gathered information on standard operating procedure and quality management initiatives adopted in the company. The visit and subsequent interaction of the participants with the industry personnel provided an excellent input on journey and sustainability of entrepreneurship.



Chief guest address delivered by  
Mr. K.Thiagarajan,  
Trustee, Thiagarajar collage of Engineering

Welcome address delivered by  
Dr.V.Abhai Kumar,  
Principal,  
Thiagarar College of Engineering



Interaction with M/s Eackay associate Pvt.Ltd

Group discussion and presentation by the  
participants





Group photo with Guest of Honor and Participants

### **Student E-leader Program – 11<sup>th</sup> & 12<sup>th</sup> Jan 2017**

The program was formally inaugurated on 11/02/2017 at Civil Seminar Hall and whose initiation started with a prayer song by Ms.Madhura and Ms.Gayathri, Student E-leaders of TCE, Madurai. Dr.S.Balaji, Hub Coordinator and EDC Coordinator, Thiagarajar College of Engineering welcomed the participants and highlighted the need for entrepreneurship attitudenisin among young generation with respect to global scenario. Dr.S.Chandran, Hub Coordinator and Associate Dean, Entrepreneurship, Thiagarajar College of Engineering presented the structure and Goals behind organizing this workshop and also detailed the course of actions need to be done to promote entrepreneurship in the respective educational institutions.

In the subsequent day, the students were introduced to Curriculum and practicum programs offered by NEN. The students were encouraged to discuss their experiences and expectations in Entrepreneurship development cell in the presence of a panel constituting Mr.Shiva Shankar, PMO-IEDP, EDI, Mr. AshwinVairavan, CEO, Deducely.com (Former EDC student secretary, TCE- 2014 pass out).



Welcome address delivered by  
**Dr.S.Balaji**, Hub Coordinator  
(Entrepreneurship)

Lecture on Enterprenturship promotion  
delivered by **Dr.S.Chnadran**, Associate  
Dean (Entrepreneurship)



**Mr. Shivasankar**, Assistant Director (PMO-  
IEDP) Entrepreneurship Development Institute  
of Tamilnadu honoured by **Dr.S.Chandran**,  
Associate Dean (Entrepreneurship), TCE &  
**Dr.S.Balaji**, Hub Coordinator  
(Entrepreneurship)

**Mr. Shivasankar**, Assistant Director (PMO-  
IEDP) Entrepreneurship Development Institute  
of addressing the participants





Group discussion and presentation by the participants

## **NEEDS Program – 06<sup>th</sup> Jan to 13<sup>th</sup> Feb 2017**

Chief Guest for the Inaugural function was Dr.V.Abhaikumar, Principal, Thiagarajar College of Engineering, Madurai and Guest of Honor was Mr.R.V.Subramanian, Training Coordinator, EDI, Chennai. The inauguration started with formal prayer and the participants were warmly welcomed by Dr.S.Chandran. The inaugural address was delivered by Dr.V.Abhaikumar, Principal, Thiagarajar College of Engineering, Madurai who explained the need for entrepreneurship and innovation to remain resistant dynamic in the global market. He also highlighted the challenges one may take while venture promotion and insisted the need for such training programs. He lauded the initiative of Department of Industries and Commerce and the Entrepreneurship Development Institute. Followed by which, Mr.R.V.Subramanian presented overall picture about the workshop and detailed the session plan that was proposed to be covered in the training.

The valedictory function was presided by Mrs.S.Shajeevana, Additional Director, EDI, Chennai and Guest of honor were Dr. (Mrs.) S.Raju, Dean Industry Institute Interaction, Thiagarajar College of Engineering and Dr.A.MayilMurugan, Professor Madura College, Madurai. Dr.Chandran presented summary of the workshop. The participants were invited to present the feedback. Dr.S.Balaji proposed vote of thanks to the leadership and members of Entrepreneurship Development Institute, The Management, Thiagarajar College of Engineering, Chief Guest, Participants and team members of EDI-Hub@TCE for the successful conduction of the program.



Chief guest address delivered by  
**Dr.V.AbhaiKumar** Principal, Thiagarar  
College of Engineering

Mentor/Mentee meet facilitated by  
**Dr.S.Balaji**, EDI coordinator



**Mrs.R.Shajeevana**, Additional Director, EDI  
honoured by **Dr.Mrs.S.Raju**,  
Dean, Industry Institute Interaction, TCE

## NEEDS Participants



## NEEDS Group Photo

## LECTURES ORGANISED

### CEO CONNECT

Date & Venue	CEO details	Topics of Discussion
10/08/2016 & CSE seminar Hall	<b>Mr.Bala Pitchandi</b> , Vice president - Engineering,Vingo Inc., USA	Journey of Entrepreneurship
21/08/2016 & K.S.Auditorium	<b>Mr.K.Manjunath</b> , Founder, Sai Happy Farms Pvt Ltd	Entrepreneurship – a Path less travelled
21/08/2016 & K.S.Auditorium	<b>Mr.K.Sakthivel</b> , Founder, Rainstock	Process of Ideation-innovation-incubation



## **STUDENT EVENTS ORGANISED**

### **Regional Startup Activation Program (Level I & II)**

<b>Date &amp; Venue</b>	<b>RSAP Details</b>	<b>Topics of Discussion</b>
13.01.2017	Ideation Contest	<b>Level 1</b>
06.03.2017	Boot Camp	Level 2

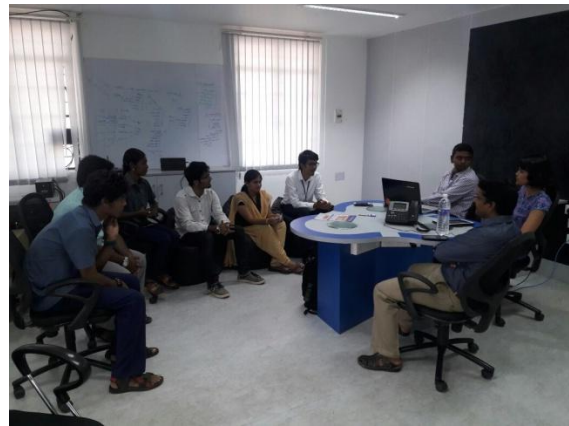


Mr. Vishwanathan Sahasranamam, Co-Founder & Vice President, Forge Accelerator presented the key events that took place on “Regional Startup Activation Program” 2016



Mr.Vishwanathan Sahasranamam, Co-Founder & Vice President, Forge Accelerator presented the key events Next level of “Regional Startup Activation Program II

Mentor meet



## Student Contests:

### 1. Letz Cogitate:

As a fitting start to the budding young entrepreneurs of our college, e-leaders from ED cell of our college under the guidance of the Staff coordinators a debate event named “Let’s Cogitate” was conducted. In the event students were given a chance to express their views on various topics related to Entrepreneurship and Business related ideas. About 12 teams of three participated in the prelims where they were made to talk for and against topics. Topics like, “Bargaining with road side vendors, Online Shopping” were discussed of the 12 teams, about 12 members were selected for the finals. Topics like,” Disruptive innovation, Invasion of Chinese Goods in Indian Market” were discussed. With each speaker being at his own best, J Chendur Rakesh and Vijay C-2<sup>nd</sup> year Mechatronics department stood out by their unique ways. Mohammed Javid-1<sup>st</sup> year Mechanical department is awarded the special prize for his innovative ideas and being so clear with his thoughts

### 2. Mr. Manager:

The Mr.Manager event is an event that tests the various managerial skills of the participants. In the first round the participants are asked to advertise a product of nil value. Through this the marketing skills along with communication skills of the participants are tested. In the second round the ability of the candidate to manage stress is tested with an array of stressful questions. Thus the event tests two major qualities of a manager namely communication and temperament.

### 3. Bazaar Day:

Doing business is a skill. The business idea is of paramount importance. But that is not the end of the road to success. It is only the beginning of the road. This event is about making them travel from this beginning right till the end of the road. In this event the students learn to make a product and also learn to make it a marketable one. The event had students with stalls selling food items, games, hand craft items and women's accessories. .



## **STUDENT ACHIEVEMENTS**

### **1. Climathon – Best Idea Award**

#### **Organized by:**

- DHI LABS Business Accelerator, Germany & India  
and
- Climate-KIC, the EU's climate change innovation partnership of universities, businesses and the public sector.

#### **Student Team:**

- Mr. S.Ganesh Bala., *II<sup>nd</sup> year, M.Tech Environmental Engineering*
- Mr. Karthick Srinivas, *II<sup>nd</sup> year, M.Tech Environmental Engineering*
- Mr. S. Lokesh, *II<sup>nd</sup> year, M.Tech Environmental Engineering*
- Mr.S.Sam Moses, *II<sup>nd</sup> year, M.Tech Environmental Engineering*

#### **About the Idea: CARBON TO CASH**

- To capture the flue gas effluents from the thermal power plants using micro algae, thus eliminating a major threat to climate change.
- The food for the micro algae is the flue gas thereby achieving zero smoke discharge.
- The revenue streams in by selling the fully cultured micro algae to cosmetic industries ("Omega 3 – fatty acid")/ Aquaculture franchises ("Hatcheries") / wastewater treatment plant ("Nutrient removal").

#### **About the Event:**

- The Climate-KIC Climathon brought together major cities across six continents to solve city-wide climate challenges.
- Over 84 participants from different institutions took part in Anna University, Chennai from 27 until 28 October 2016 and focused on solving "Building a Climate Resilient Smart city addressing: Disaster Management, Urban Transportation, Air pollution & Waste Management".
- ***Among 84 ideas, Carbon to Cash Idea has won best Idea Award***

### **2. Regional Startup Activation Program Conclave 2017 – Best Idea – 2 Awards**



**Organized by:**

- Entrepreneurship Development Institute, Government of Tamilnadu  
&
- FORGE business Accelerator Coimbatore.

**Award Details:**

Idea	Student Team	Secured position	Other award won
<b>Carbon to Cash</b>	<ul style="list-style-type: none"><li>• <b>Mr. Karthick Srinivas</b>, <i>II<sup>nd</sup> year, M.Tech Environmental Engineering</i></li><li>• <b>Mr. S. Lokesh</b>, <i>II<sup>nd</sup> year, M.Tech Environmental Engineering</i></li><li>• <b>Mr.S.Sam Moses</b>, <i>II<sup>nd</sup> year, M.Tech Environmental Engineering</i></li></ul>	<b>4<sup>th</sup> position (among top 5)</b>	<b>Overall best Team award</b>
<b>Smart energy management</b>	<ul style="list-style-type: none"><li>• <b>Mr.Ajay Sriram</b>, <i>III<sup>rd</sup> Year, IT</i></li></ul>	<b>5<sup>th</sup> position (among top 5)</b>	<b>Internship from FORGE</b>

**About the Event:**

- Over 2000 students have attended the Startup 101 seminars organised in 10 cities in Tamil Nadu from over 100 institutions in the past 45 days
- Over 250 ideas from students have been submitted on the application portal, and members of Team Forge have interacted with each of these teams to help refine and further develop their ideas
- Top 75 ideas are being selected at the 4 major hubs – Chennai, Coimbatore, Madurai and Thanjavur, from which Top 25 ideas/teams are to be selected for the final bootcamp in Forge;
- **In Top 12 best Ideas- Five teams are from TCE**
- **In Top 5 Best Ideas – Two teams from TCE**

## **THIAGARAJAR ENTREPRENEUR NETWORK (TEN)- LAUNCH -**

**18/03/2017**

Thiagarajar Entrepreneur Network (TEN) is a prestigious alumni entrepreneur Network association formulated and launched by TCE and its Alumni Entrepreneurs. This network has so far received registration from 300+ alumni entrepreneurs and has chapters in other cities like Chennai and Bangalore. The formal launch of TEN was initiated by Dr.Venu Srinivasan, MD, TVS Motors and Mr.Karumuutu T.Kannan, Chairman & Correspondent, TCE on 18/03/2017



**Report  
on  
Entrepreneurship Development Cell  
Activities  
in  
2015 - 2016**

**by  
EDII Hub @Thiagarajar College of Engineering,  
Madurai - 625015**



## **ENTREPRENEURSHIP DEVELOPMENT CELL**

**Thiagarajar College of Engineering, Madurai - 25**

*The entrepreneurship development cell is a student club for those who desire an entrepreneurial career. Its mission is to inspire students to adopt entrepreneurial endeavors by bringing global visibility to student business owners whose companies adhere to high ethical standards, are innovative and socially responsible. The cell informs supports and inspires college students to be entrepreneurial and seek opportunity through enterprise creation.*

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## **National Level Affiliations**

- National Entrepreneurship Network
- Young Indians Students Chapter
- Native Lead Foundation

## **Events organized:**

1. Bazaar Day
  2. BIZ Plan
  3. Be an Entrepreneur (U-Steve)
  4. Discoverer/ Innovator
  5. Mr. Manager
  6. Photography and Logo Design
  7. Hall of Fame
  8. E-Quiz
-

## **BAZAAR DAY (12<sup>th</sup> August 2015)**

Date of the event	: 12 <sup>th</sup> August 2015
Total no. of abstracts received	: 24
No. of students per stall	: 5
No. of abstracts shortlisted and mentored	: 21
Key criteria for shortlisting	: Innovation, Business plan Clarity of idea and Market compliance



Doing business is a skill. The business idea is of paramount importance. But that is not the end of the road to success. It is only the beginning of the road. This event is about making them travel from this beginning right till the end of the road. In this event the students learn to make a product and also learn to make it a marketable one. The event had students with stalls selling food items, cosmetics, t-shirts, hand craft items and books.

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## **E-QUIZ (4<sup>th</sup> August 2015)**

Date of the event: 4/8/2015

No. of Teams Participated: 85 Teams

Teams shortlisted for Finals: 15 Teams



A fun filled and an audio visual event where the participants were tested on all aspects of the corporate goings on ,who's who, logos, slogans. A total of 30 questions were given to the participants and they were made to fill their answers in the sheet provided. The winners were declared based on the score. The event focused on their interest level in the business world and the current affairs.

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## **Hall of Fame (24<sup>th</sup> August 2015)**

Date of the event: 24/8/2015

No. of Teams participated: 24 Teams



A successful businessman is one who can efficiently convince his customers of his unique selling proposition. This event was aimed at testing the skills of the students to convince the opponents of their views and opinions. It also involves counteracting the views of the opponents with valid reasons. The topics for discussion in this event were largely aimed at exploring their ability to think deep and think big.

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## **Biz Plan:**

Date of the event	: 10 <sup>th</sup> August 2015
Total no. of abstracts received	: 16
No. of students perTeam	: 2
No. of abstracts shortlisted and mentored	: 12 teams
Key criteria for shortlisting	: Innovation, Market Survey and Feasibility

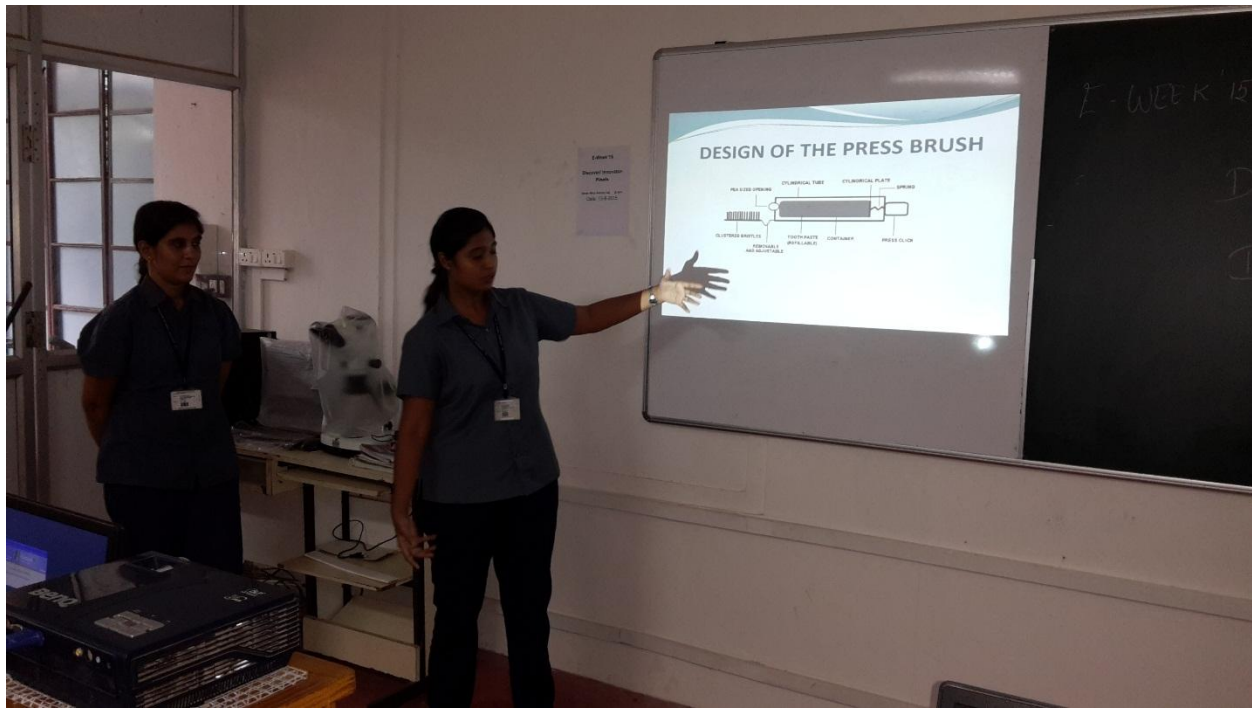


A man with a plan has half the job done. The success of a business and a businessman is largely dependent on the clarity in thought of the leader. In business the understanding of one's own strength and weakness, ability of the person to foresee the business scenario and financial management are the key contributors to the success of the organization. Thus in this event the overall abilities of the individual are tested in a business scenario.

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**Discoverer/ Innovator:**

Date of the event	: 14 <sup>th</sup> August 2015
Total no. of abstracts received	: 12
No. of students perTeam	: 2
No. of abstracts shortlisted and mentored	: 10
Key criteria for shortlisting	: Innovation, Future Scope, Society usefulness



An idea can change your life. But that's not it. The secret lies in converting the raw idea into a successful and marketable product. The ability to travel the distance is a unique feature of the successful business people. This involves a deep understanding of the market scenario and knowledge of the pulse of customers. The event aims at exposing the students to this challenging task and bringing the best marketable ideas out of them.

## **Mr.Manager**

Date of the event: 6/8/2015

No. of Teams participated: 78 Students

Students Shortlisted for Finals: 14 Students



The Mr.Manager event is an event that tests the various managerial skills of the participants. In the first round the participants are asked to advertise a product of nill value. Through this the marketing skills along with communication skills of the participants are tested. In the second round the ability of the candidate to manage stress is tested with an array of stressful questions. Thus the event tests two major qualities of a manager namely communication and temperament

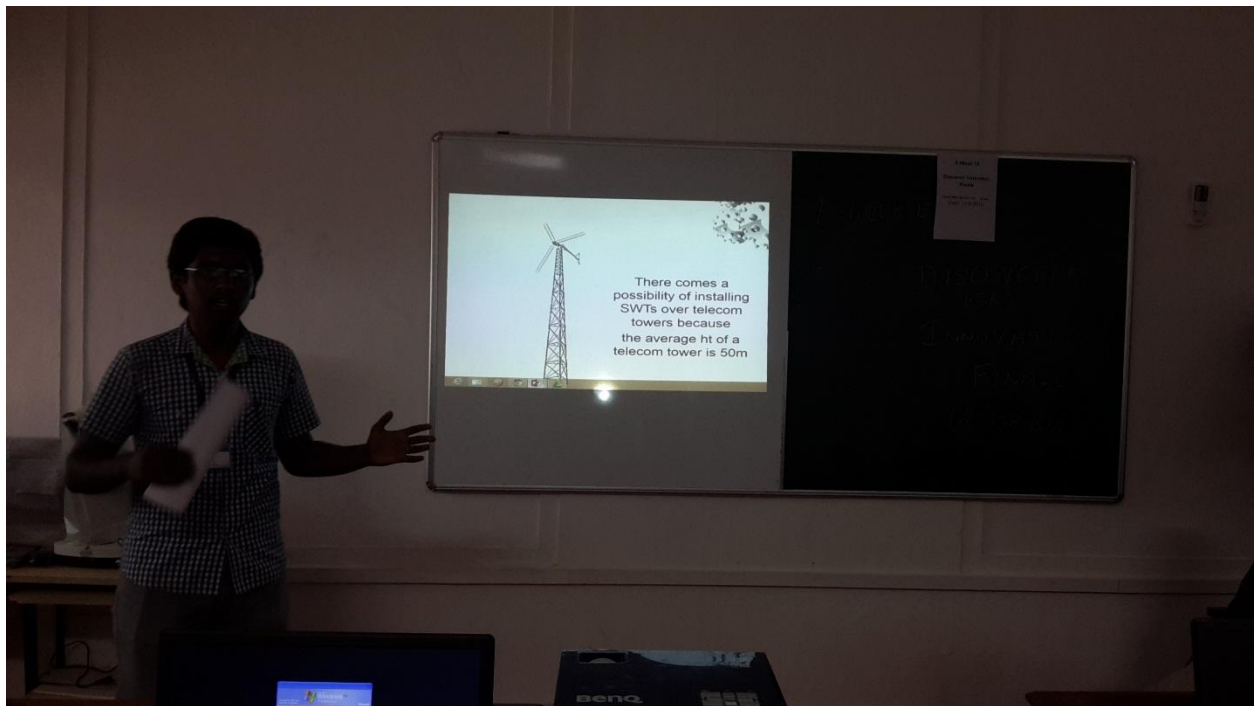
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## **Be an Entrepreneur(U-Steve)**

Date of the event: 11/8/2015

No. of Students participated: 30 Students

Students Shortlisted for Finals: 12 Students



Business ideas are not rare. But only a very negligible amount make it to the customer. And even a small number of these become successful. So what does it take to succeed in this market? One key factor is the ability to observe and learn from the peers. The purpose of this event is to expose the students to the market scenario of the peers in the industry and to bring out their suggestions for the improvement of their business structure.

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## **Photography and Logo Design**

**Date of the event:** 3/8/2015

**No of Students Participated:** 18 Students

**Theme:** “Social Responsibility & Environmental Protection”

Or

Futuristic India

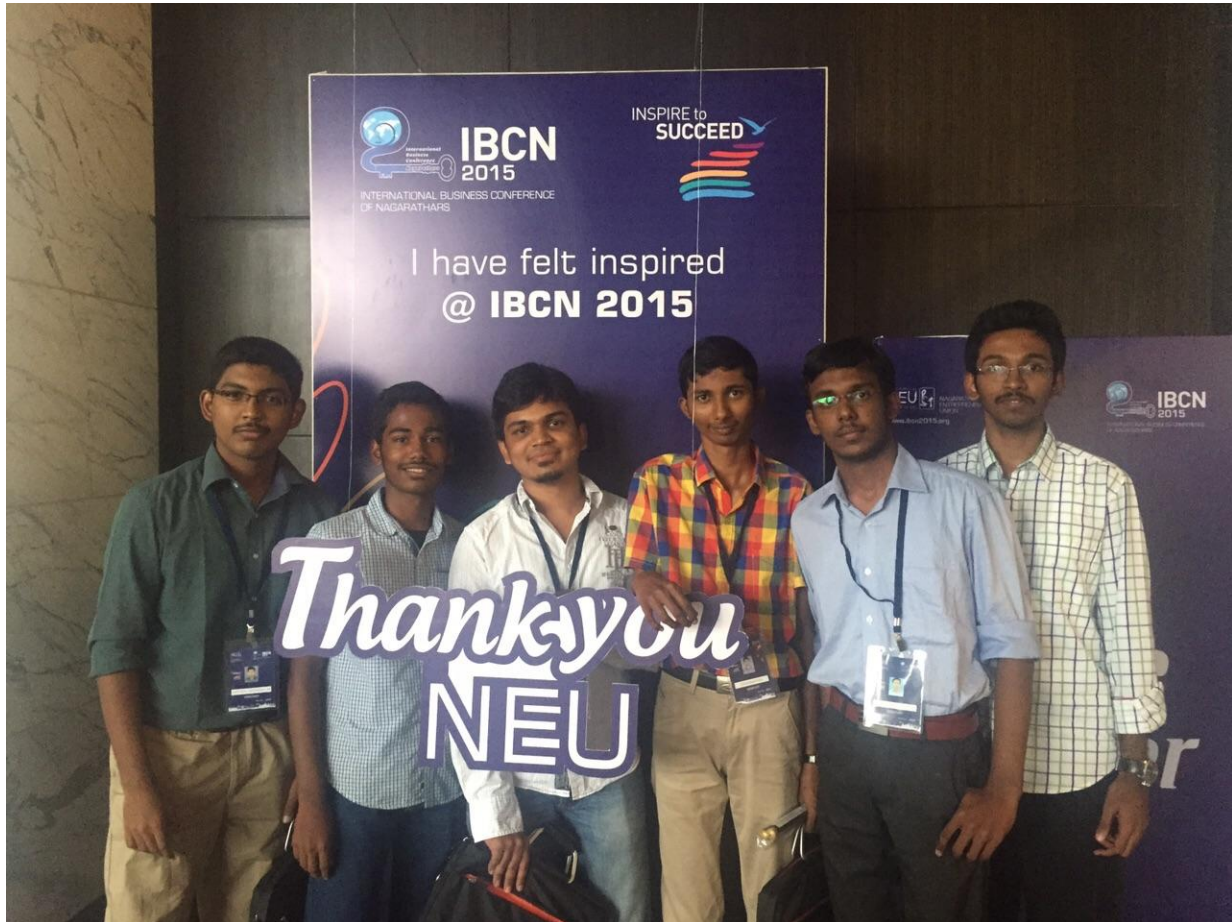


Art and creativity are two very relevant characteristics a business man must definitely possess. The artistic exhibition of ideas and themes is tested. The themes are chosen to be pretty much related with business

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## Student Activities

### 1. International Business conference of Nagarathars , Coimbatore



An International Business conference of Nagarathars (IBCEN 2015) was conducted in Coimbatore, Tamilnadu. The theme of the conference was to motivate the young entrepreneurs to start new business and to encourage them on their future endeavours. Mr. S. Chidambaram from Mechanical department of TCE participated in the conference and gained immense knowledge and exposure in the area.

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### **Aarambam contest:**

It is a national level Business Plan competition. It was conducted by Young Indians and NLF. 5 teams from TCE has participated in this event. In this Our college team has secured 3<sup>rd</sup> prize for their business plan.



## Valedictory Function:





## Entrepreneurship Initiatives and Innovations

Entrepreneurship Development Cell (EDC) is functioning in this institute. The following events and activities have been organized to motivate the students and awaken the spirit of entrepreneurship among them. Also a special elective course on “Entrepreneurship Development” is being taught for the last three years as a new initiative.

S.No.	Date	Title
1	20.01.2013 – 21.01.2013	Students participated in TATA First dot national Conference at IIT Madras.
2	04.02.2013	A Special Lecture Delivered by Dr. L. Jayaram, Head, Centre of Entrepreneurship Development, Tamil Nadu
3	05.02.2013	Bazaar Day 2013
4	09.02.2013 to 16.02.2013	<b>e- Week 2013</b> <b>Events</b> <ol style="list-style-type: none"> <li>1. E-Quiz</li> <li>2. Mr. Manager</li> <li>3. Biz Plan</li> <li>4. Discoverer/Innovator</li> <li>5. Photography</li> <li>6. Hall of Fame</li> </ol> <b>Guest Lectures – E-Series</b> <ol style="list-style-type: none"> <li>1. Dr.Mahendrael , Chairman, Perry’s Biscuit</li> <li>2. Mr.Ashok , KVIC</li> <li>3. Mr.Karthikeyan, CEO, Twenty19.com</li> <li>4. Mr. L.Narayanan, CEO, MR Color lab</li> <li>5. Mrs.SUKatha, CEO Uttara Botique</li> </ol>
5.	21.8.2013	Students interaction Programme on Achieving Good Governance in India, Dream or Reality
6.	4.10.2013	One day conference on IT Connect for MSMEs, Fortune Pandiyan Hotel
7.	17.2.2014	“Be a Hero”, Mr.K.S.Bharath, Aparjitha Corporate Services Ltd.
8	17.3.2014- 21.3.2014	<b>E-Week ‘14,</b> <b>Events</b> <ol style="list-style-type: none"> <li>1. E-Quiz</li> <li>2. Mr. Manager</li> <li>3. Biz Plan</li> <li>4. Discoverer/Innovator</li> <li>5. Photography</li> <li>6. Hall of Fame</li> </ol> <b>Guest Lectures – E-Series</b> <ol style="list-style-type: none"> <li>1. Mr. Aravindan, Aruna Alloys, Madurai</li> <li>2. Mr.Thenapan, Managing Director, Susee</li> </ol>
9.	19.3.2014	Bazaar Day 2014 on 19.3.2014
10	12.7.2014	National Student convention on “Knowledge Building & Innovation”
11	8.9.2014	ARAMBAM- Business plan Contest conducted by TCE and Nativelead Foundation

## **Thiagarajar College of Engineering, Madurai-15**

### **ENTREPRENEURSHIP DEVELOPMENT CELL**

The entrepreneurship development cell is a student club for those who desire an entrepreneurial career. Its mission is to inspire students to adopt entrepreneurial endeavors by bringing global visibility to student business owners whose companies adhere to high ethical standards, are innovative and socially responsible. The cell informs supports and inspires college students to be entrepreneurial and seek opportunity through enterprise creation.

#### **National Level Affiliations:**

- Young Indians Students Chapter.
- Confederation of Indian Industry (CII).
- Native Lead Foundation.

#### **EDC Lectures and conferences:**

- Yi Students response session -Achieving Good Governance in India, Dream or Reality (21.08.2013).
- Yi Students Response Session - One day conference on IT connect for MSMEs at Fortune pandiyan Hotel (4.10.2013).
- Yi Students Response Session- Lecture by Mr.B.P.Bangara, Hi-Tech ARAI Pvt Ltd. (30.08.2013)@JC residency.
- SAP Hana Ideation session by Native lead Foundation and CII.
- Idea to Product, Ideation session by our alumni Mr.Vivek.
- Yi Students Response Session - Lecture on “Be a Hero” by Mr.K.S.Bharath, Aparajitha Corporate Services Ltd. (17.02.2014)@JC Residency.

#### **EDC Events:**

- Bazaar day.
- E-forum & E-series.
- Business Quiz.
- E-Treasures.
- Business Plan contest.

- Photography contest on Social Responsibility and Environment Protection.
- Developer.
- Mr.Manager.

Entrepreneurship Awareness camp for students (EACS).

**Gallery:**



Yi Student Response Session organized by Entrepreneurship Development Cell (EDC). Debate on Good Governance in India is a Dream (or) Reality. Two of our Students are selected for Southern Region Summit @ Kochi and from that one had been selected for National Level Summit @ Delhi.



Our college alumni Mr.Vivek from Finland initiated “Ideas to Product” in Entrepreneurship Development Cell to facilitate students in Idea generation.





Students from our college Entrepreneurship cell attended a oneday session on IT connect to MSMEs and had interaction with Industrial people held at Fortune pandiyan hotel.