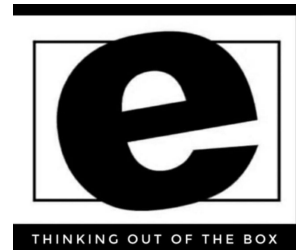


ENTREPRENEURSHIP CELL
ETHIRAJ COLLEGE FOR WOMEN



Inception of E-Cell:

E-Cell was started in 2007-2008 with Ethiraj College becoming a member of the National Entrepreneurship Network (NEN) in collaboration with the Stanford University, IIM, Harvard Business School, IIT Bombay, BITS Pilani and S.P.Jain Institute of management.

About E-Cell:

“E- Square” the Entrepreneurship Cell of Ethiraj College for Women aims at nurturing the students and moulds them into bright business minds by conducting workshops, speaker sessions and competitions. E-Cell of Ethiraj kindles the entrepreneurial spirit in the students and assist them in setting up their venture. E-Square is not just about starting companies, but a pathway toward the socio-economic development of the society.

Vision:

E-Cell focuses on providing a roadmap that will determine the students to proceed with their entrepreneurial ideas. E-Cell provides the right atmosphere for the students to work and grow on their ideas.

Mission:

E-Cell mission is to help the aspiring entrepreneurs start and grow their businesses by creating a pathway of various opportunities like interactive sessions with professionals, business competitions to increase the awareness.

Objectives:

- ❖ To develop institutional mechanism.
- ❖ To create entrepreneurial culture.
- ❖ To foster entrepreneurship for generation of wealth and employment for the students.
- ❖ To inculcate a culture of innovation driven entrepreneurship.
- ❖ To catalyse and promote development of enterprises and promote employment opportunities in the innovative areas.

E-Cell Events:

IDEA CONQUEST:

Idea Conquest is the Inaugural event where the core committee student members are being inducted and they take up their portfolios for the year along activities.



IDEA BOX:

Idea box is the two days annual cultural fest, day 1 inter collegiate and day 2 intra collegiate wherein students showcase their talents in the various events to name a few Business plan, Product packaging, 60 seconds to sell and more., to sharpen the minds of budding entrepreneurs.



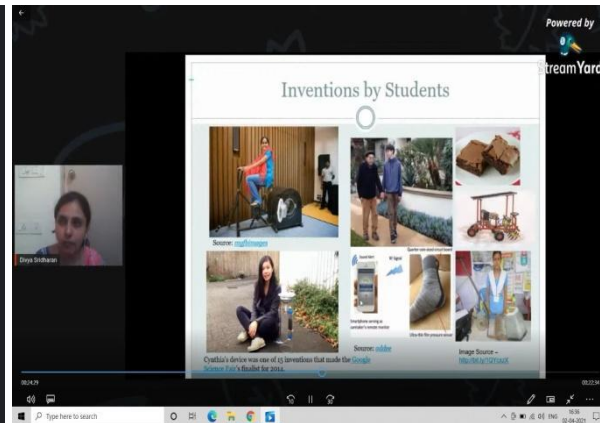
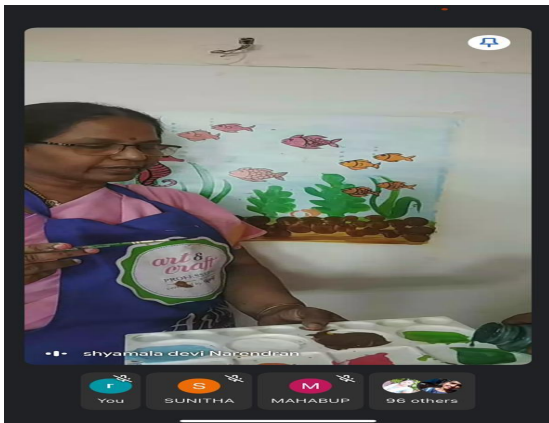
E – WEEK:

August 21st being the World Entrepreneur’s Day, E-WEEK is celebrated by organizing various speaker sessions to infuse the essence of entrepreneurship in the young minds and also numerous events are being conducted where the best ones are being rewarded.



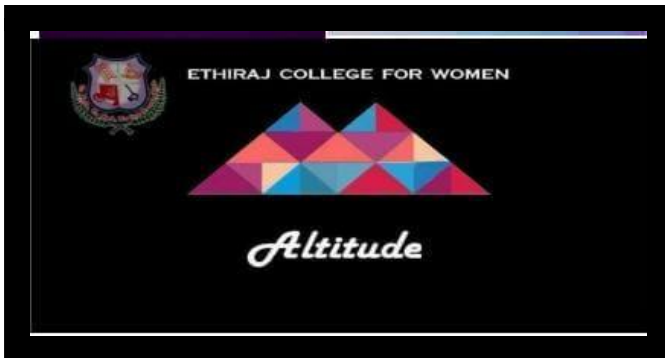
ACTIVITIES:

Entrepreneurship cell organises enriching WORKSHOPS, thought provoking SPEAKER SESSIONS, INTERNATIONAL & NATIONAL WEBINAR and FIELD VISITS which also inculcate the feeling of entrepreneurship amongst students.



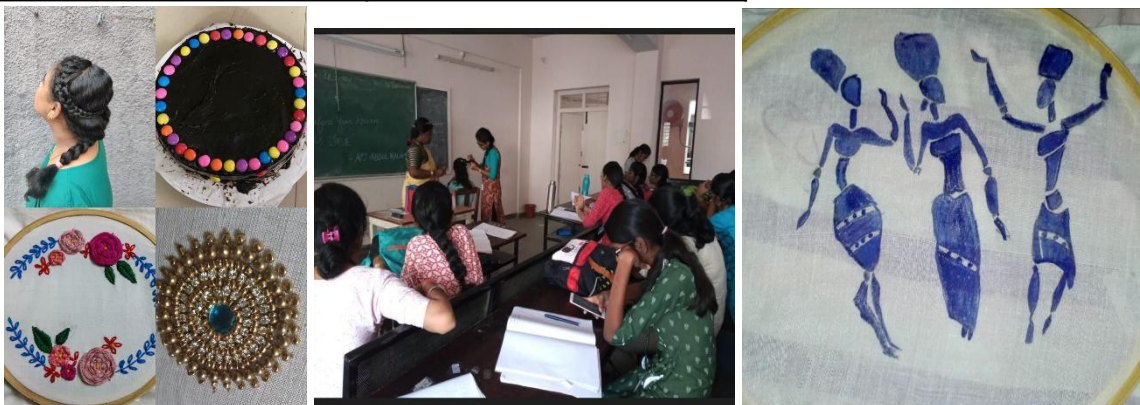
Campus Startups:

- “5 Degrees”—an Aavin cum confectionery outlet inaugurated during the year 2013-2014. It is handled by the students and is in run by them successfully under the guidance of faculty coordinators.
- Altitude, campus printing and designing unit where students design certificates, invitations and greeting cards for the departmental activities in the college.



Skill development courses: (MHRD)

<u>Tally</u>	<u>Communication Skills</u>
<u>Web designing</u>	<u>GST Filing</u>
<u>Fashion Designing</u>	<u>Beautician</u>
<u>Supply chain Management</u>	<u>Baking</u>



No of Beneficiaries: 1000+

Credits:

“1” Additional credit.

Faculty Coordinators:

Dr.Annapoorni.M

Associate Professor, Department of Commerce (Aided)

Ms.Rajalakshmi.M

Assistant professor, Department of Commerce (SS)

To Join us:

Mail @ – ecellethiraj@gmail.com