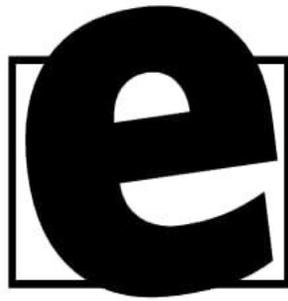


**ETHIRAJ COLLEGE FOR WOMEN**

**(Autonomous)**

**ENTREPRENEURSHIP CELL**

**E-SQUARE**



THINKING OUT OF THE BOX



[entrepreneurshipcell@ethirajcollege.edu.in](mailto:entrepreneurshipcell@ethirajcollege.edu.in)

## **INCEPTION OF E-CELL:**

Entrepreneurship Cell was started in the year 2007-2008 with Ethiraj College becoming a member of the National Entrepreneurship Network (NEN).

## **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 kindles the entrepreneurial spirit in the students and assists 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.

## **OBJECTIVES:**

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

## **CREDIT:**

The members of Entrepreneurship Cell will get one additional credit.

## **FACULTY COORDINATORS 2022-23**

Dr. Annapoorni M

Associate Professor – Department of Commerce (Aided)

Ms. Rajalakshmi M

Assistant Professor – Department of Commerce (Self Supporting)

**STUDENT OFFICE BEARERS 2022-2023:**

<b>E-LEADER</b>	<b>JOINT E-LEADER:</b>
Shwetha.M (III B.COM) Lavanya.V.D (III B.COM)	Nirupama.K (III B.COM) Akshaiya.R (II M.COM)

<b>TREASURER</b>	<b>JOINT TREASURER:</b>
Lavanya.S (III B.COM) Charu Nethra.M (III B.COM)	Charumathi.S (II B.COM) Bridheshna.B.V.(II B.COM)

<b>MEDIA AND MARKETING:</b>	<b>HUMAN RESOURCES:</b>
Swathi.M (II B.SC MATHS) Neha.P (II BBA) Harshitha.H (III B.COM HONS)	Ashwini.A.P. (III B.COM CS) Divyadarshni.R (II B.COM HONS) Radhika Ravikumar (II BBM)

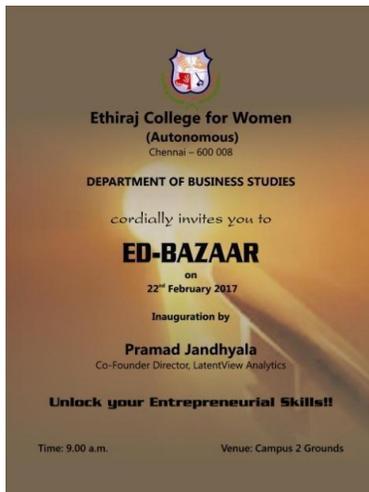
## ACADEMIC YEAR 2016-2017

### ED BAZAAR 2017

Date: 22/2/2017

Number of participants / beneficiaries: 200

ED Bazaar; a one day exhibition cum sale of self-made products is hosted to provide hands-on experience to the students in the entrepreneurial venture. The bazaar also includes participation from other colleges and spastic society.



### E WEEK 2017

Date: 27th February to 2nd March 2017

Number of participants / beneficiaries: 200

E-week is an annual celebration conducted by the E-cell. On day 1, A workshop on entrepreneurial development was conducted by Phillip Vasegaran, an accidental entrepreneur and an outsourcing business pioneer encouraged the students to develop their entrepreneur skills.

On day 2, the movie FOUNDER that portrays the inspiring story of RAY KROC creation of McDonald's fast food chain was screened and it proved a great motivation for students

The valedictory ceremony was graced by Mr. Annadurai, who runs a luxury auto in the city.



## **ACADEMIC YEAR 2017-2018**

### **INDO-GLOBAL SUMMIT & EXPO**

1. Date: 22<sup>nd</sup> July 2017
2. Number of participants / beneficiaries: 25

25 E-Cell members along with faculty coordinators Dr. A.S. Saranya and Ms. Rajalakshmi. M, from Ethiraj College for Women attended the India-Global Summit & Expo organized by Skill India and ASCI at Taj Coromandel. R.M. Valliamai, from BSc Physics department was presented with an "Award of Excellence" during the program.



### **IDEA BOX 2017**

1. Date: 21st August, 2017
2. Number of participants: 150

The Entrepreneurship Cell of Ethiraj College for Women celebrated World Entrepreneurship Day. The program for the day included various inter-departmental and inter-collegiate events such as Business Plan, Junk Art, Potpourri and Treasure Hunt, Case Study, Business Quiz and Product Packaging were also conducted. A panel discussion in association with Young Indians and CII was also organized. More than 1000 E-cell members attended the event.



### **ECO KITCHEN - INDUSTRIAL VISIT**

Date: 20th December, 2017

Number of participants / beneficiaries: 200

The Entrepreneurship Cell organized a one-day entrepreneurial visit for E-cell members of Ethiraj College for women. Around 200 E-cell members with core committee and faculty coordinators visited the ECO KITCHEN, ECR. The students were taken for a field trip inside the industrial area and a conference relating to how they work was shown to the students.



## **ACADEMIC YEAR 2018-2019**

### **IDEA CONQUEST 2018**

Date: 24th July 2018

Number of participants / beneficiaries: 400

The Inaugural program “Idea Conquest” held on 24th July 2018, where the committee members were installed and were honored by Mrs. Akhila Rajeshwar, Executive Director of TiE Chennai. An orientation session was held by Mrs. Sarada Ramani, CEO, CI Global Technologies Pvt. Ltd. to enlighten the students about entrepreneurship and the various opportunities offered.



### IIT MADRAS VISIT

Date: 14th September 2018

Number of participants / beneficiaries: 23

The core committee members of E-cell with the faculty coordinators visited the Incubation cell of IIT Madras which coordinates and leverages the synergies to aid entrepreneurs and navigate the transition from ideas to successful businesses. The students were illuminated about the various aspects involved in setting up an incubation cell and also had the opportunity to meet a few of the successful start-ups which were incubated there. A clear insight was gained about the start-up phase and all the necessary support extended by the incubation cell before they scale up their ventures. A tour of the IIT Research Park was also organized which left the students in awe.





## **WORKSHOP BY SUPREME LORD BUSINESS GROUP**

Date: October 2018

Number of participants / beneficiaries: 100

In the month of October, a workshop was conducted by the Supreme Lord Business group which witnessed enthusiastic participation by the students. The event was coordinated by Ms. Vijayalakshmi, Director, Supreme Lord Business Group and Mr. Rijo, Vice President, Marketing, Supreme Lord Business Group with the presence of Ms. Revathi who was instrumental in the execution of the workshop. The speaker of the day was Mr. Sanjay Agarwal, an International Business and Spiritual Scientist, who is the founder and chief mentor of Supreme Lord Welfare society.



## IDEA BOX 2019

Date: 28th and 29th January 2019

Number of participants / beneficiaries: 402

“Idea box’ 19” a two day annual fest had “Youth Entrepreneurship” as the theme for this year with Mr Thillai Rajan, Co-founder of YNOS Venture as the chief guest for the day. The first edition launch of the Start-up directory, containing the data of various start-ups initiated and which has been in the run since 2014, marked yet another milestone.

The Valedictory Ceremony which was graced by Ms. Parveen Sikkandar, a freelancer journalist and a leading jewelry designer who motivated the students with her speech.



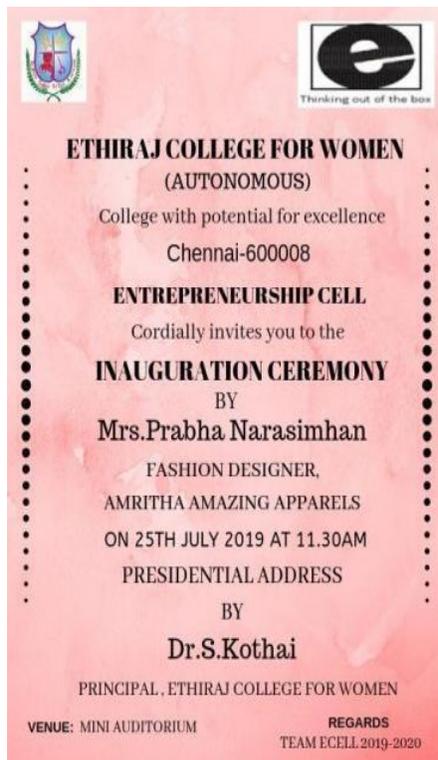
## ACADEMIC YEAR 2019-2020

### IDEA CONQUEST 2019

Date:25<sup>th</sup> July,2019

Number of Participants:205

The journey for the year started with “Idea Conquest”- the inaugural event of E-Cell. The event was presided over by Mrs. Prabha Narasimhan, an esteemed fashion designer who has been very successful in the field of Entrepreneurship. She encouraged the students to follow their passion and work on it and to never stop being curious. The guest also threw light on the significance of taking up entrepreneurial ventures for the successful survival in today’s world. The newly appointed core committee members were conferred with their badges in the event.

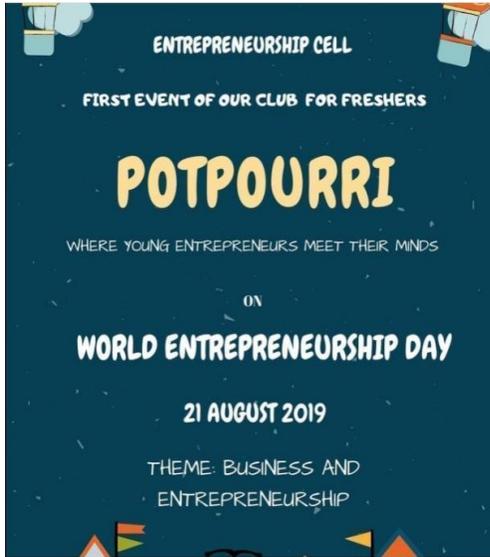


## **WORLD ENTREPRENEURSHIP DAY** **POTPOURRI EVENT**

Date: August 21, 2019

Number of beneficiaries: 38

The World Entrepreneur's Day was celebrated on August 21, 2019 with a Potpourri event. The event had 3 levels, a connections round, a product marketing round and a business quiz conducted with high spirits. The best performers were awarded.



## **CERTIFICATE COURSES**

Date: September 2019

Number of beneficiaries: 198

Certificate courses like calligraphy, glass painting were conducted by Mrs. Shyamala Devi, Fevicryl Specialist, Pidilite Industries.

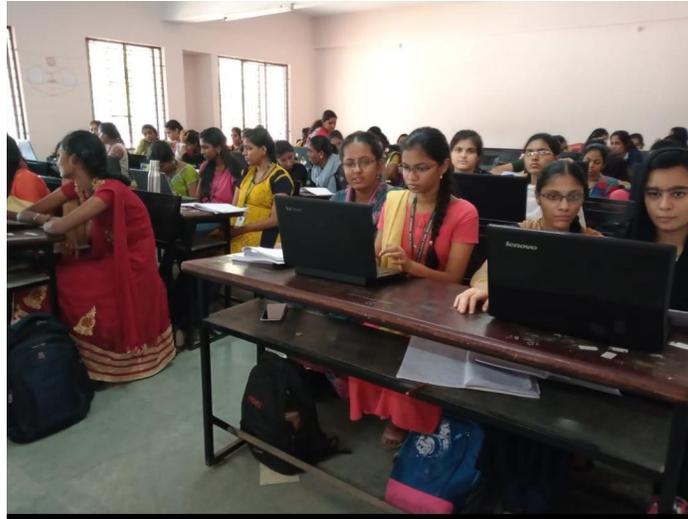


## **SKILL DEVELOPMENT COURSES BY NCVTE UNDER MHRD**

Date: September 2019

Number of beneficiaries: 238

Skill development courses by NCVTE under MHRD were provided to the students on Tally, Communicative English, Beautician courses, Web designing, etc.



## **ORIENTATION SESSION 2019**

Date: September 2019

Number of participants/beneficiaries: 120

An Orientation session on Entrepreneurship for the freshers of Ecell was chaired by Mohammed Faheem Sait. He shared the process and steps endured by him for becoming a successful entrepreneur. Followed by this, an interactive session between the Students and Alumni Student Entrepreneurs discussing the importance of Entrepreneurship in today's world was also held.



## **AWARENESS PROGRAM ON INCUBATION CENTERS**

Date: October 2019

No.of participants/beneficiaries:90

E-Cell in association with Bharatiya Yuva Shakti Trust (BYST) conducted an awareness program on Incubation centers and these centers being a catalyst in developing Entrepreneurship. Mr.Lakshmanan Krishnamoorthy, Mentor, BYST addressed the students on the significance of Incubation Centers and also on mentoring which is a primary aspect for the growth of entrepreneurial ventures. It ended with an informative interactive session where the student entrepreneurs discussed their startups and gained further insight.



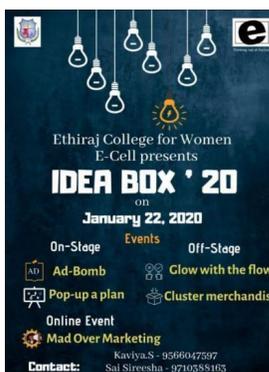
## IDEA BOX 2020

DATE : 21<sup>ST</sup> and 22<sup>ND</sup> January 2020

No of participants : 180

Idea Box is a two-day event of Entrepreneurship Cell of Ethiraj College for Women which was conducted on 21 and 22 January 2020. The theme for this year's Idea Box was "Women Entrepreneurship". The journey of the day started with the inaugural session, the Chief Guest being Mr.L,Hemachandran, Founder, CEO, Brand Avatar and The Chennai Angel Investor. The Chief Guest released the Second Edition of the Startups Directory to give recognition to our present and Alumni student entrepreneurs.

The second session was Panel Discussion that had established entrepreneurs from various fields of business as panelists. Another speaker session was conducted having Mrs.Lathika Sandeep, Founder of EFIF Jewelry as guest speaker. The second day began with a speaker session by Mrs.Sripriya Kumar, Chartered Accountant, Managing partner, SPR & Co, Past central council member, ICAI. She briefed the students about the Start-up Ecosystem in India. The valedictory session was graced by Mrs.ChitraSivakumar, Managing Partner, Timelinks - Retail Franchise of Titan, Tanishq..





## LAUNCH OF INCUBATION CELL

Date: 10<sup>th</sup> March 2020

No. of participants/beneficiaries: 90

The Entrepreneurship Cell of Ethiraj College for Women took immense pleasure in launching the Incubation Center to support and encourage the students' entrepreneurial ventures within the campus. The Incubation Center was launched on 2nd March, 2020 by partnering with BYST who will help the student entrepreneurs with counseling and mentoring so that they can grow and sustain with their entrepreneurial ventures. In this regard, Letter of Corporation (LoC) was signed between Ethiraj College for Women and BYST to aid the Incubation Centre of Entrepreneurship Cell. Followed, a workshop was conducted by the mentors of BYST for students on importance of mentoring and counseling of Startups.



## OUTREACH PROGRAMME

Date: March 2020

Number of participants/beneficiaries: 90

E-Cell has joined hands with Karpi, a social organization wherein our student entrepreneurs impart their known skills for the benefit of the society. In the months of February and March, student entrepreneurs along with the members of Karpi had trained the students of various government schools on skill development courses.



## ACADEMIC YEAR 2020-2021

### WEBINAR ON "SCALING UP THE ENTREPRENEURIAL LADDER - DRAWING THE RIGHT STRATAGEM".

DATE: 22<sup>ND</sup> JUNE 2020

NUMBER OF PARTICIPANTS: 188

The Incubation Cell, a unit of E-Cell and ECRIC organized a webinar series on "SCALING UP THE ENTREPRENEURIAL LADDER - DRAWING THE RIGHT STRATAGEM".

The Day 1 webinar on Franchising was delivered by Dr. Chackochen, CEO & Founder, Franchising Rightway. The Day 2 webinar was on Intellectual Property Rights and the resource person was Ms. Divya Sridharan, Patent Agent, Independent Consultant IN/PA 3292

The Day 3 webinar was by our Alumna Entrepreneur, Ms. Rajul.D, Play Educator. She spoke about her journey as an Edupreneur.

**ETHIRAJ COLLEGE FOR WOMEN**  
INCUBATION CELL (A Unit of E-Cell & ECRIC)

organizes  
A Webinar Series on  
**"SCALING UP THE ENTREPRENEURIAL LADDER - DRAWING THE RIGHT STRATAGEM"**

FREE REGISTRATION | [CLICK HERE To register](#) | E-CERTIFICATE FOR PARTICIPANTS

For Student Entrepreneur Aspirants

Day 1 - 22/06/2020 | Day 2 - 23/06/2020 | Day 3 - 24/06/2020

Dr. Chackochen  
CEO & Founder,  
Franchising Rightway

Ms. Divya Sridharan  
Patent Agent,  
Independent Consultant IN/PA 3292  
Time : 4:00pm - 5:00pm

Ms. Rajul.D  
Play Educator  
(Alumna Entrepreneur)

ORGANISING SECRETARIES  
Dr. T. Sudeshna  
ECRIC Member

Ms. Kavitha Manikandan  
E-Cell Coordinator

PRINCIPAL  
Dr. S. Kothai

CONTACT SS: ecellethiraj@gmail.com

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### What are Intellectual Property Rights?

- Patents
- Copyright
- Trademark
- Patent
- Trade secrets
- Trade dress
- Geographical Indications

Intellectual Property

Trade Secret, Copyright, Trademark, Patent, Geographical Indication

Powered by StreamYard

### Some of the leading Franchising Players

Beauty Salons & Supplies | Clothing

LAURE TAILOR | greenfronds | MIMI & YONI | JOCKEY

Education & Training | Play School & Activity Centre

W3 | NIIT | Classmate | Aardor

Food and Beverages | Dairy Farm | McDonald's

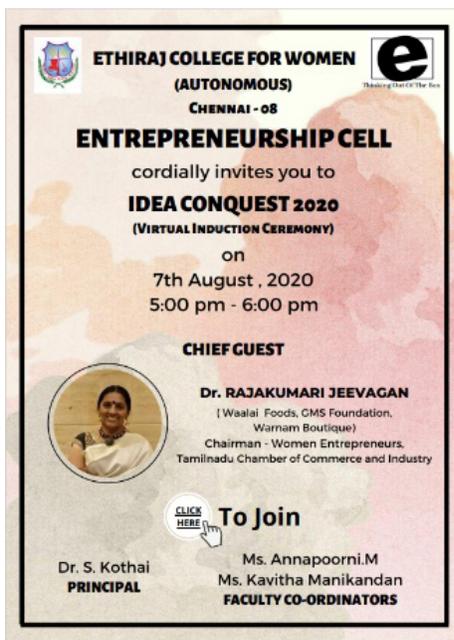
Advertisement & Media Services | Automobile Services | Service Clubs & Franchise & Business Consultant & Brokerage Consultant | Education & Training | Retail & Consumer Goods | Software Solutions | Business Development | Real Estate | Online Marketing | HR & IT Solutions | Health & Wellness

## IDEA CONQUEST 2020

DATE: 7<sup>TH</sup> AUGUST, 2020

NUMBER OF PARTICIPANTS: 249

The first event of the club for the academic year was Idea Conquest, a virtual Induction Ceremony. The chief guest, Dr. Rajakumari Jeevagan is the Founder & Managing Partner of WaalaiFoods, GMS Foundation, Warnam Boutique and also, the Chairman of Women Entrepreneurs in Tamilnadu Chamber of Commerce and Industry, spoke about women empowerment and on how to bridge the gap between reality and aspirations.



**ETHIRAJ COLLEGE FOR WOMEN**  
(AUTONOMOUS)  
CHENNAI - 08

**ENTREPRENEURSHIP CELL**  
cordially invites you to  
**IDEA CONQUEST 2020**  
(VIRTUAL INDUCTION CEREMONY)  
on  
7th August, 2020  
5:00 pm - 6:00 pm

**CHIEF GUEST**  
**Dr. RAJAKUMARI JEEVAGAN**  
(Waalai Foods, CMS Foundation,  
Warnam Boutique)  
Chairman - Women Entrepreneurs,  
Tamilnadu Chamber of Commerce and Industry

**To Join**  
CLICK HERE 

**Dr. S. Kothai**  
**PRINCIPAL**

**Ms. Annapoorni.M**  
**Ms. Kavitha Manikandan**  
**FACULTY CO-ORDINATORS**



Powered by StreamYard



From your experience, could you state few mistakes one must avoid in order to emerge successful?

## **BYST-THE PATH BREAKER**

DATE: 10<sup>TH</sup> AUGUST, 2020

NUMBER OF PARTICIPANTS: 151

A webinar was conducted on 10th August 2020 by the Entrepreneurship Cell of Ethiraj college for women in association with Bharatiya Yuva Shakti Trust on the the topic "ENTREPRENEURSHIP - THE PATH BREAKER : SURVIVAL AND SUSTENANCE".The two resource persons who addressed the students were Mr.Mahesh Krishnan,a corporate trainer & life coach and Ms.Sreeja.



## **SKILL DEVELOPMENT COURSES BY NCVTE UNDER MHRD**

DATE: January and February 2021

NUMBER OF PARTICIPANTS: 150

The Entrepreneurship cell in collaboration with the Ministry of Human Resource Development conducted the following certificate courses:

- Tally
- Fashion Designing
- Web Designing
- Baking
- Communication skills
- Beautician



## **WEBINAR - WALL ART**

DATE: 28<sup>TH</sup> JANUARY 2021

NUMBER OF PARTICIPANTS: 102

On 28th January 2021 to encourage the students to unleash their creativity, the club organized a webinar on "WALL ART " with Mrs.N.SHYAMALA DEVI, Fevicryl – Specialist Pedilite Industries as the resource person. The webinar was so informative that the students created murals on their walls.

**ETHIRAJ COLLEGE FOR WOMEN**  
**ENTREPRENEURSHIP CELL**  
 Organizes  
 A Webinar on  
**WALL ART**

No Registration Fee | 4pm - 5pm | 28th January 2021 | E-Certificate For Participants

RESOURCE PERSON

**WEBINAR LINK :**  
<https://meet.google.com/evk-hgnh-zrc>

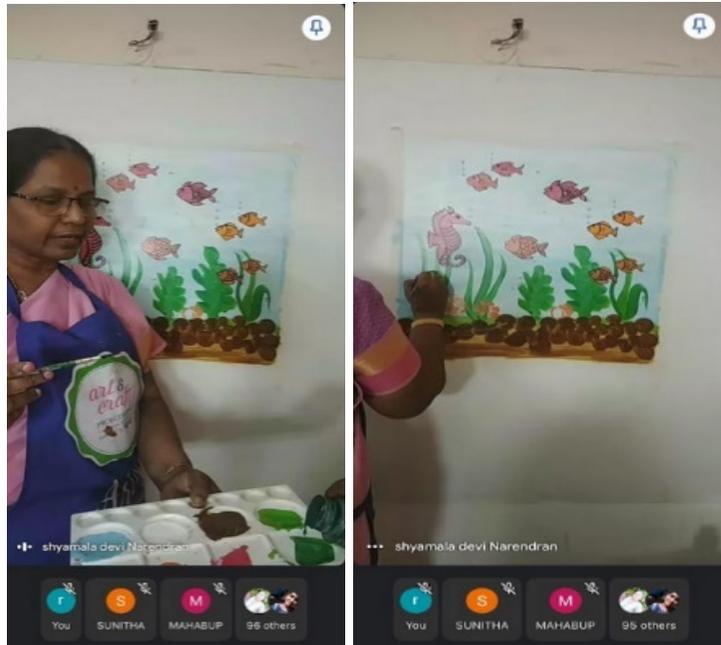
Mrs.N.SHYAMALA DEVI  
 Fevicyrl - Specialist  
 Pidilite Industries

No Prior Registration  
**LIMITED ENTRIES ONLY**

Dr. S. KOTHAI  
 PRINCIPAL

Ms. ANNAPOORNI .M  
 Ms. KAVITHA MANIKANDAN  
 FACULTY COORDINATORS

For further queries email us at [ecel@ethiraj@gmail.com](mailto:ecel@ethiraj@gmail.com)



**WEBINAR - ALUMNAE TALK**

DATE: 13<sup>TH</sup> FEBRUARY, 2021  
 NUMBER OF PARTICIPANTS: 219

With the motive to encourage the students to execute their ideas, the club organized an Alumnae talk " FROM IDEA TO REALITY " - A SUCCESS STORY featuring Ms.Avyaktha Sukhela, Founder of Tillverka. She instilled the insight that Success is not the key to happiness; Happiness is the key to success.

**ETHIRAJ COLLEGE FOR WOMEN**  
**ENTREPRENEURSHIP CELL**  
 Organizes a Webinar on  
**" FROM IDEA TO REALITY " - A SUCCESS STORY**

ALUMNA SPEAKER

Ms.AVYAKTHA SUKHELA  
 Founder of TILLVERKA  
 ( Wall Art )

TIME : 4pm - 5pm  
 DATE : 13th February, 2021

WEBINAR LINK : [https://www.youtube.com/watch?v=1wH\\_jZIZu8k](https://www.youtube.com/watch?v=1wH_jZIZu8k)

NO PRIOR REGISTRATION

Dr. S. KOTHAI  
 PRINCIPAL

Ms. ANNAPOORNI .M  
 Ms. KAVITHA MANIKANDAN  
 FACULTY COORDINATORS

For further queries email us at [ecel@ethiraj@gmail.com](mailto:ecel@ethiraj@gmail.com)



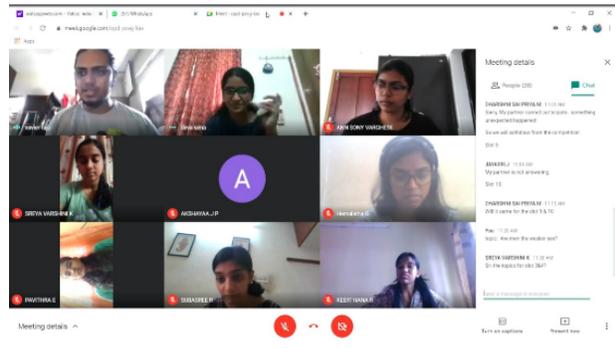
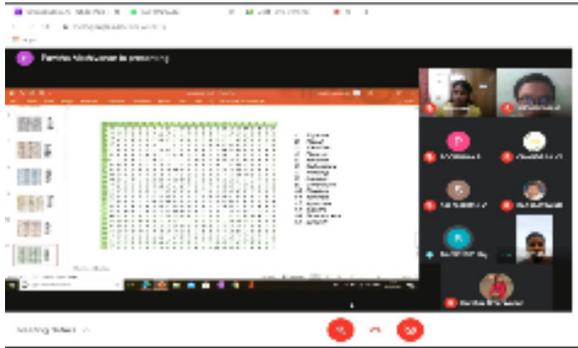
# IDEABOX 2021

DATE: 8<sup>TH</sup> MAY 2021

NUMBER OF PARTICIPANTS: 248

The annual cultural fest of the club, IDEABOX was organized virtually and a few interdepartmental events were conducted to nurture the concept of healthy competition and to bring out the latent talents of the students.

The valedictory address was delivered by Ms. Dipti, Celebrity stylist/Coordinator and Ms.Kirithika Madhavan, Founder of Kritik's Melange and Amal taas Entertainmentz. The startups directory was released during this event.



**ETHIRAJ COLLEGE FOR WOMEN**  
**ENTREPRENEURSHIP CELL**  
presents  
**IDEA BOX 2021**  
**INTERDEPARTMENTAL**  
**VIRTUAL EVENTS**

GET SWITCH ON      BRIDG-IT  
SWISH & FLICK      CASTAWAY  
WRANGLE      VELARIUM  
BATTLE WITH WITS

**\* PLATFORM - Google Meet \***

For queries contact E-Leaders  
Devasena S ( Aided ) - 9176869592  
Rajeswari Kannan (SS) - 8939427548  
ecellethiraj@gmail.com

**VALEDICTORY EVENT**

**RELEASE OF STARTUPS DIRECTORY**

8TH MAY, 2021  
4:00 PM - 5:00 PM

[CLICK HERE TO JOIN](#)

**DIPTI**  
CELEBRITY STYLIST / COORDINATOR

**KIRITHIKA MADHAVAN**  
FOUNDER OF KRITIK'S MELANGE @ AMALTAAS ENTERTAINMENTZ



## **ACADEMIC YEAR 2021-22**

### **IDEA CONQUEST 2021**

DATE: 6 September 2021

NO. OF PARTICIPANTS : 747

The Entrepreneurship Cell of Ethiraj College for Women initiated its schedule 'IDEA CONQUEST 2021', the club inaugural programme amidst much anticipation and joy. The event took place in a virtual mode through YouTube Live. The Chief Guest for the day was Dr.B.Parameswari, a prolific name in the entrepreneurship circles and the founder of BrainCarve Ltd., a research based organization focusing upon the brain development of children and young teens by inculcating unique methods of learning.

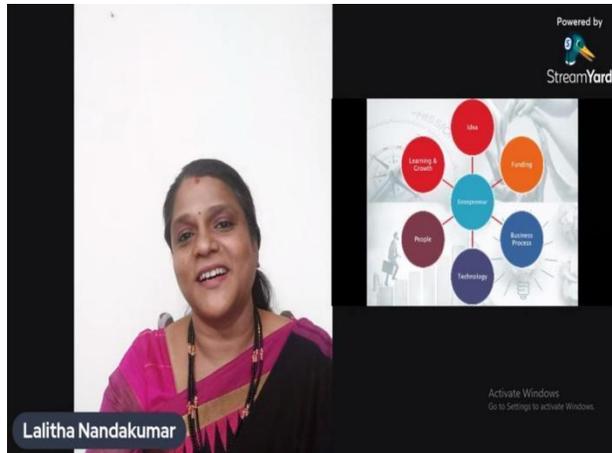


## **WEBINAR ON “TRANSFORMATION FROM ENTREPRENEUR TO LEADER”**

DATE: 30.10.2021

NO. OF PARTICIPANTS : 473

The Entrepreneurship Cell of Ethiraj College for Women organized a webinar on the topic - Entrepreneur to Leader, with much enthusiasm and efforts from all the club members. The Speaker of the day was Ms.Lalitha Nandakumar, a renowned trainer with over 20 years of experience in the fields of skill development and leadership. Ms.Lalitha showered her valuable thoughts on the different kinds of hardships and struggles on the path to become an entrepreneur and eventually into a leader.



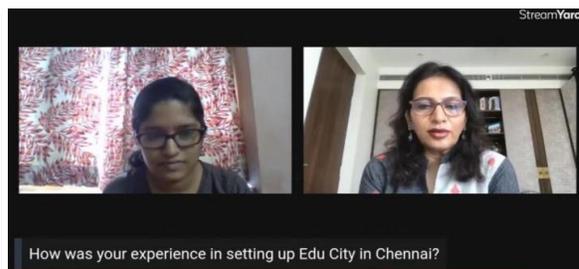
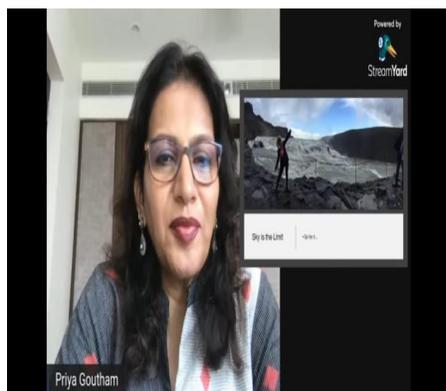
**INTERNATIONAL WEBINAR ON “HIGHER EDUCATION- THE ROOTSTOCK OF WOMEN EMPOWERMENT AND ENTREPRENEURS”**

DATE: 25.11.2021 & 26.11.2021

NO. OF PARTICIPANTS : 363

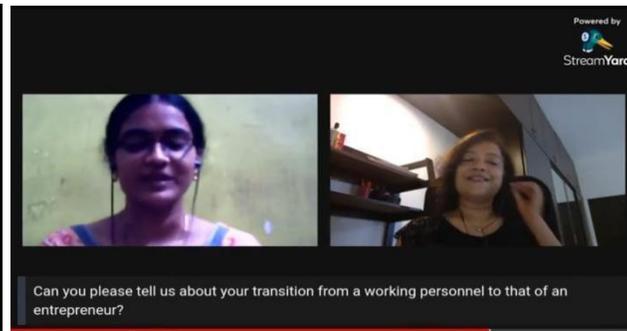
The Entrepreneurship Cell of Ethiraj College for Women conducted a two day webinar titled "Higher education - The rootstock of Women Empowerment and Entrepreneurship." The Day -1 session had Ms. Priya Goutham, Dy. Director, CMO at 3 Infotech and Education Director at Virginia Tech, as the esteemed guest speaker for the day.

The Day-2 session was an equally interesting one which saw Ms. Sudha Sudeep, Strategic Advisor of Beyond Education and Managing Director of University of Twente,India office, as the esteemed Guest speaker for the day. She highlighted the significance of Women's Entrepreneurship day and how it has helped in growing the roots of entrepreneurship in India.



**Higher Education- The rootstock of Women Empowerment and Entrepreneurship (DAY 1)**

1.4K views



### Higher Education- The rootstock of Women Empowerment and Entrepreneurship (DAY 2)

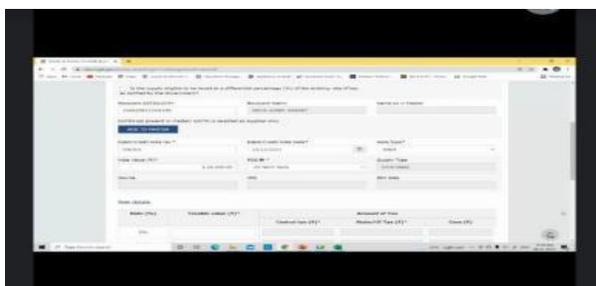
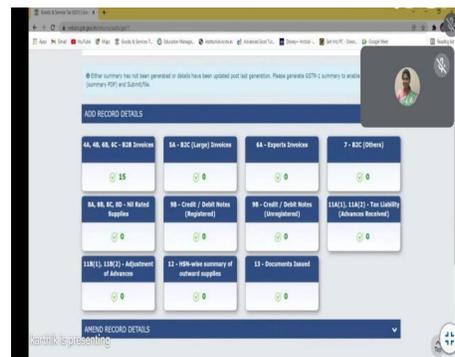
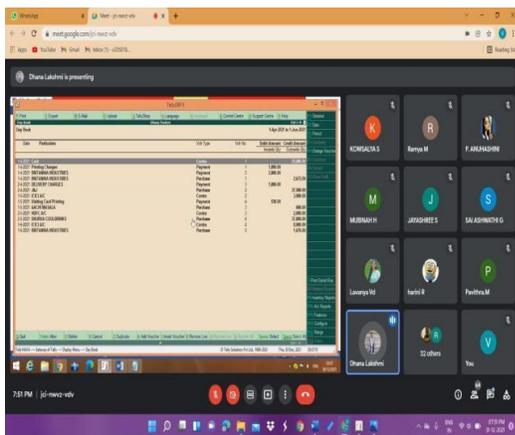
1.2K views

## SKILL DEVELOPMENT COURSES BY NCVTE UNDER MHRD 2021-22

Date: .December 2022 and April 2023

NO. OF PARTICIPANTS :301

The Entrepreneurship Cell in association with the National Center for Vocational and Technical education under the Ministry of Human Resource and Development has organized various certified skill development courses including Income Tax Returns Filing,GST,Baking, Beautician, Fashion designing, Communication Skills Development,Supply Chain Management and Tally for the benefit of the students. There have been about 1800 plus beneficiaries in the past 4 years.





### **WORKSHOP ON LIQUID EMBROIDERY**

Date: 17.3.2022 & 18.3.2022

NO. OF PARTICIPANTS: 68

The club also organized a seminar on “Liquid Embroidery” followed by a two day workshop in which the students were provided with practical insights on the same. The resource person was Ms. Shyamala Devi, Fevicryl specialist – Pidilite Industries. She is one among the judges in the Guinness Book of Records for 21,000 students. 70 students took part and benefited from the workshop.





**SEMINAR ON**  
**“CHALLENGES OF AN ENTREPRENEURSHIP”**

DATE: 18.04.2022

NO. OF PARTICIPANTS: 208

The Entrepreneurship cell of Ethiraj College for Women organized a seminar on "challenges of an entrepreneur". The event took place on 18th of April, 2022 from 12 pm to 2 pm in the Mini auditorium. The resource person was Ms. Sneha Balakumar, Partner and Head, Marketing and Operations PAYED.





### **IDEA BOX 2021-22**

DATE: 04.05.2022 & 05.05.2022

NO. OF BENEFICIARIES: 1045

The Idea Box 2022 was organized by the Entrepreneurship Cell of Ethiraj College for Women. The event aims at nurturing the students and molds them into bright business minds by conducting competitions.

The Chief Guest, Tmt. Sangeetha Arunachalam, Founder & Director of Kadai Veedhi spoke about the struggles that she faced as a mother and her service to all the mompreneurs. She inspired the girls to serve the society in one way or the other. The chief guest released the 4<sup>th</sup> edition of the E cell directory – a compilation of startups by the students of Ethiraj college right from 2018-19 with an addition of 10 new startups in 2022.

The second day started off with the inter-collegiate competitions and Mr.Santhosh Muruganantham, Co-Founder & Managing Director of Kolapasi Chain of Restaurants was the chief guest for the event. The chief guest gave inspiring and thought provoking ideas about entrepreneurship.. It was followed by the poster release of Ethipreneurs Mart, an initiative of E-Cell by the Principal Dr. S Kothai.





## ACADEMIC YEAR – 2022 - 23

### ETHIPRENEURS MART - THE MERCH OF ETHIRAJ- INAUGURAL

DATE: 25th July 2022

NO. OF PARTICIPANTS: 84

“ETHIPRENEURS MART” is the initiative by the Entrepreneurship Cell to provide opportunities for the students to put up stalls every Monday in the College Campus-I near Aavin Parlour. The initiative is to bring out the latent entrepreneurship skills out of the students. Every week, six stalls are put up by the students. They are allowed to sell the products which are self-made.



## IDEA CONQUEST 2022

DATE: 17 August .2022

NO. OF PARTICIPANTS: 163

The Entrepreneurship Cell of Ethiraj College for Women inaugurated the core team. The Chief Guest for the day was Mr. Jagadeesh Kanna, an Aeronautical Engineer and Theater Actor and CEO of Ed-Tech startup “Vaayusastra Aerospace”. Through his speech, one can get courage and determination to pursue their dream and will be successful one day. He concluded his speech by quoting that Dreams come true if we focus and act accordingly.



## WORLD ENTREPRENEUR'S DAY

### BATTLESHIP (DEBATE)

DATE: 16 .August .2022

NO. OF PARTICIPANTS: 17

Debate is the activity of problem-solving tasks that encourages thinking skills and also offers motivating contexts for learners to communicate with one another. Each participant was given one minute to present their stand after which again each participant was given another minute to re-battle. The event was judged by Mr. Gurumurthy , a standup comedian and content writer who has been performing the art for more than five years now. He has also written content for sites like Realsport, and Awesome Machi, and has worked at DT Next, a popular newspaper in Tamilnadu.



**STATE LEVEL WOMEN EMPOWERMENT CONFERENCE, WORKSHOP & EXHIBITION CONDUCTED BY WOMEN ENTREPRENEURS WELFARE ASSOCIATION OF TAMIL NADU (WEWA)**

DATE: 10 September .2022

NO. OF PARTICIPANTS: 43

The Entrepreneurship Cell part in the State Level Women Empowerment Conference, Workshop & Exhibition conducted by Women Entrepreneurs Welfare Association of Tamil Nadu (WEWA) 35 student members of the Entrepreneurship Cell of Ethiraj College for Women under the guidance of faculty coordinators Dr.Annapoorani M and Ms.Rajalakshmi M attended the event at CEG campus, Anna University.

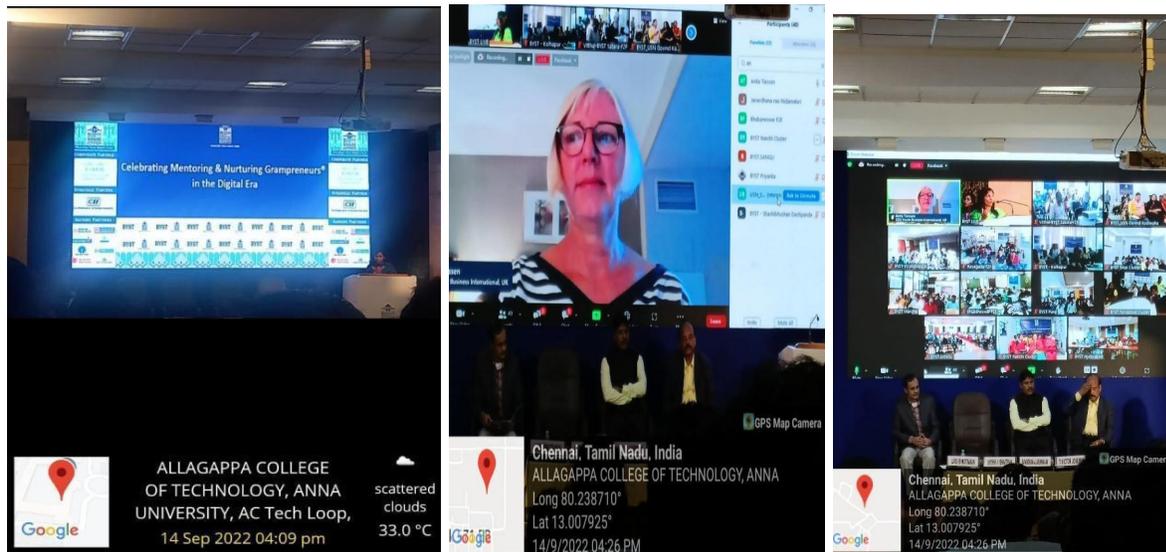


## BHARATIYA YUVA SHAKTI TRUST – MENTORING SESSION

DATE: 14 September .2022

NO. OF PARTICIPANTS: 17

The core committee members of E Cell along with the faculty coordinators Dr.A.S.Gayathri, Dr.Annapoorni.M, Dr.T.Sudeshna, Ms.Rajalakshmi.M , Ms,Sushma Catherine attended a mentoring session organized by the Bharatiya Yuva Shakthi titled “Celebrating Mentoring & Nurturing Grampreneurs in the Digital Era”.



## IIT MADRAS RESEARCH PARK AND VAAYU SASTRA AEROSPACE VISIT

DATE: 15 September .2022

NO. OF PARTICIPANTS: 48

The Entrepreneurship Cell of Ethiraj College for Women organized an industrial visit to Indian Institute of Technology Madras (IIT-M) Research Park and Vaayu Sastra Aerospace. A total of 50 E-cell members along with the E-cell staff coordinators Dr Annapoorni and Ms. Rajalakshmi actively took part in it. The visit started with a session with Mr. Jagadeesh Kanna, CEO & Founder of Vaayusastra Aerospace who ignited the young minds by asking them to think of a problem statement and chalk out the solution for it. This was followed by a visit to the Startups in the campus which inspired the students.



## WORKSHOP ON GLASS PAINTING AND MURAL ART

DATE: 14 & 15 September 2022

NO. OF PARTICIPANTS: 41

The Entrepreneurship cell of Ethiraj college for Women conducted a Two-day workshop on glass painting .Mrs.SHYAMALA DEVI, FEVICRYL SPECIALIST, PIDILITE INDUSTRIES, was the resource person for the day. She has more than 15 years of experience in conducting classes & workshops in Fabric Painting, Wall Painting, Jewelry Making, Blouse Designing, T-shirt Painting, Paper Bag Making, Mask Making etc. The resource person provided them the required materials and instructed the procedures of glass painting and Mural Art.





## **BUSINESS PLAN WRITING**

DATE: 11 October .2022

NO. OF PARTICIPANTS: 180

The Entrepreneurship cell of Ethiraj College for Women organized a workshop on Business Plan Writing. The resource person for the day was Mr.S.Haribaskaran, BYST Mentor and Management consultant. He has 25-plus years of experience as a mentor and management consultant in diverse industries. He was awarded “Best Mentor” in the year 2017 by the Entrepreneurship Development Institute (Government Of India). Students got to know about how to write a Business Plan which helped in enhancing the knowledge of the students on Business Plan writing.





### **CAMPUS COMPANY - LAUNCH OF OOSI NOOL**

DATE: 18 October 2022

NO. OF PARTICIPANTS: 196

The Entrepreneurship Cell of Ethiraj College for Women organized an orientation programme and launch of 'OOSI NOOL - The Sartorial Unit of E-Cell' an inhouse tailoring unit, inaugurated by the Chairperson Mr.V.M.Muralidharan along with the Princiapl in Charge DR.D.B.Usha Rani and Vice Principal Dr.T.Usha Priya. They were joined by the teachers of the PG and Research Department of Commerce. The four students turned tailors were also called onto the stage for their introduction and photographs.





## AAVIN FRANCHISE SPEAKER SESSION

DATE: 10 November 2022  
NO. OF PARTICIPANTS:200

The PG and Research Department of Commerce along with The Entrepreneurship Cell of the Ethiraj College for Women organised a session on AAVIN PARLOUR FRANCHISE. Ms. B. Vanitha, Deputy General Manager of Aavin and Ms. Surya Manogaran, Assistant General Manager of Aavin were the speakers for the session who drafted the procedure needed to set up a parlour and develop one's entrepreneurial skills.





### **WORKSHOP - SILK THREAD BANGLE MAKING**

DATE: 22 November .2022

NO. OF PARTICIPANTS: 27

The Entrepreneurship cell conducted a workshop on silk thread bangle making. Shwetha.M( E – Leader), Lavanya . V. D ( E – Leader) and Neha. P (Club secretary, Media and Marketing) taught the process of making thread bangles to the students. The workshop was conducted for free on the account of Women Entrepreneurship day.





## **BRAINAHOLICS**

### **INTER-DEPARTMENTAL QUIZ COMPETITION**

DATE: 22 November -2022

NO. OF PARTICIPANTS: 20

The Entrepreneurship cell of Ethiraj College for Women organized “BRAINAHOLICS”, an Inter-Departmental Quiz competition on the account of World Women Entrepreneurs Day. The quizmaster of the event was Mr. K V Raja Ravi who is a Cricketer, Program Manager, Chef, MC, and sportsperson. He is the founder of Chennai QuizFactory, Over 20 teams participated in the event and underwent a preliminary round of written quiz and only 6 teams made it to the finals. The winners were awarded with a cash prize.

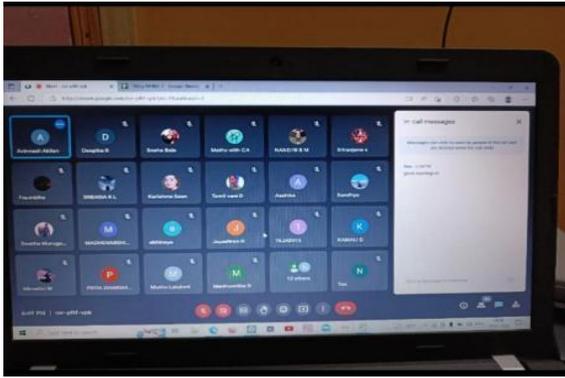


## **SKILL DEVELOPMENT COURSES BY NCVTE UNDER MHRD 2022-23**

DATE: December 2022, January and February 2023

NO. OF PARTICIPANTS:

The Entrepreneurship Cell in association with the National Center for Vocational and Technical Education under the Ministry of Human Resource and Development has organized various certified skill development courses including Tally, GST, Beautician, Baking, Fashion Designing, Communication skills development and Supply chain management for the benefit of the students. There have been about plus beneficiaries in the past 5 years.



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## ON CAMPUS COMPANIES

### 1. AAVIN

“5 DEGREES ”- an Aavin cum confectionery outlet was inaugurated on 2nd August 2013 by the former chairman Dr.A.M.Swaminathan and Mr.Tamilselvan, DGM Aavin. The parlour offers a variety of flavoured milks, ice creams, milk sweets, homemade cupcakes, pocket friendly snacks and a wide range of by-products like lassi, yogurt, curd, ghee etc.



## 2. ALTITUDE

One other campus venture was initiated by the students, who came up with the idea of transforming their learning into a venture. Altitude is an on campus printing unit where they design and print visiting cards, certificates, invitations and greeting cards at reasonable prices. Started in 2014, this campus venture continues to be a successful unit.



### 3. ஊசி நூல் - THE SARTORIAL UNIT OF E-CELL

"OOSI NOOL" - The Sartorial Unit of Entrepreneurship cell was launched on 18.10.2022 by the Chairperson Mr. V M Muralidharan along with principal in charge Dr D B Usha Rani and Vice Principal Dr. T. Usha Priya. OOSI NOOL is the official tailoring unit of the college. It is being run by four student seamstresses. It aims at providing an amazing wardrobe at a pretty penny.



## CAMPUS STALLS

### ETHIPRENEURS MART - THE MERCH OF ETHIRAJ

Ethipreneurs mart is the initiative of the Entrepreneurship Cell of Ethiraj College for Women, launched in 2022 where we inspire young minds to set up their own start-ups. Stalls are put up in the main campus near the Aavin Parlour for the budding entrepreneurs every monday to sell their self-made products and eatables. The brand has completed 18 successful weeks with more than 90 student entrepreneurs establishing their businesses.



## DIRECTORY OF START-UPS

The first edition of the Start-up directory was launched in the year 2018, containing the data of various start-ups initiated and which has been in the run since 2014. The club has now successfully come up with four editions and is marching towards the fifth.

