



ENTREPRENEURSHIP DEVELOPMENT CELL – **ANNUAL REPORT FOR 2022 – 23**

Entrepreneurship Development Cell of DR.R.K.Shanmugam College of Arts and Science, have conducted various programs on the academic year of 2022-23. Under the able administration of our management and suggestions from our Principal and Vice – Principal, the EDC of our college have crossed many milestones in this academic year.

Entrepreneurs play a pivotal role in the growth of the economy. They spur industry innovations, create new market opportunities, and support the development of communities.

Today, many visionary students aspire to run their own business, mainly because they seek autonomy and financial security. Indeed, some of these young adults will inherit a family business, hoping to fortify and extend the legacy. By contrast, others will launch a startup to meet an emerging need in the community. These individuals will benefit from entrepreneurship courses that show them how to innovate, lead, collaborate, and persevere. In order to encourage those students, EDC was formed in our college under the directions of our management.

Events held by EDC 2022 – 23

S. No	Event	Date
01	EDC Awareness Program	Oct 12, 2022
02	Innovation Voucher Programme	Nov 18, 2022
03	MoU signed for Incubation Centre with Annamalai University	Nov 18, 2022
04	Tamil Nadu Student Innovator Program	Jan 23, 2023
05	Innovation Idea Registration & College Bazaar event with SHGs	Feb 21, 2023
06	Entrepreneurship Programme for Outgoing Students	Mar 06-07, 2023

EDC Awareness Program:

Date : 12.10.2022

Time : 10:30AM

Venue: Kamarajar Auditorium A/C

Resource Person

Mr. VIGNESH THANASELVAN

Field Coordinator,

AIEDP HUB - EDII TN,

Annamalai University, Chidambaram.

Entrepreneurship Development Cell of DR.R.K.Shanmugam College of Arts and Science, organized a orientation programme on "EDC Awareness Program" for the college students.

The Programme was started with the customary Thamizhthai Vazhthu and lighting the divine lamp. Welcome address was delivered by Dr. G. Mohanasunder, Principal of DR. R.K. Shanmugam College of Arts and Science.

Chief Guest, Mr. Vignesh Thanaselvan gave his lecture on “EDC Awareness Program”. He urged the student community to be an entrepreneur, and also not to worry about the finance over the idea they have their in mind. He also asked the staffs of the college to boost the innovate idea of the students. He cited the various types of funding made by the Government for becoming the fruitful Entrepreneur.

Students interacted with the Chief Guest and also gave the feedback.

Innovation Voucher Programme:

Date : 18.11.2022

Time : 10:30AM

Venue: Kamarajar Auditorium A/C

Resource Person

Er. G. PRABAKARAN

CEO,

Annamalai Innovation and Incubation Research Foundation,

Annamalai University, Chidambaram

Entrepreneurship Development Cell of DR.R.K.Shanmugam College of Arts and Science, organized a orientation programme on "Innovation Voucher Programme".

The Orientation Programme was started with the customary Thamizhthai Vazhthu and lighting the divine lamp. Welcome address was delivered by Dr. G. Mohanasunder, Principal of DR.R.K.Shanmugam College of Arts and Science. He insisted the students to make use of this programme and encouraged the students to build up their careers as an Entrepreneur.

Secretary of DR.R.K.Shanmugam College of Arts and Science, Er. N. Govindaraju delivered the Presidential Address. He motivated the students to become like our Resource Person who achieved in very young age.

Felicitation Speech was delivered by Dr. P. John Victor, Vice Principal of DR.R.K.Shanmugam College of Arts and Science. He insisted students to be enthusiastic in executing the business.

The chief guest introduction was given by Mrs. P. Gomathi, Assistant Professor, Department of BBA.

Chief Guest, Er. G. Prabakaran, CEO, Annamalai Innovation and Incubation Research Foundation, Annamalai University, Chidambaram while delivering his address, told the students to come up with innovative ideas. He insisted that, the incubation research foundation committee will help out the students to make their idea into a product to be successful in the market with the help of Tamil Nadu Government Funds.

Students have raised their doubts on becoming entrepreneurs to the chief guest and also gave their feedback about the programme. In the last, Vote of Thanks was given by Mr. M. Sakthivel, HOD, Department of Computer Science and EDC Coordinator of DR.R.K.Shanmugam College of Arts and Science.

The session was ended by singing the National Anthem.

MoU signed for Incubation Centre with Annamalai University:

Date : 18.11.2022

Time : 03:30 PM

Venue: Kamarajar Auditorium A/C

Entrepreneurship Development Cell of DR.R.K.Shanmugam College of Arts and Science, have signed a Memorandum of Understanding (MoU) with Annamalai Innovation and Incubation Research Foundation, Annamalai University, Chidambaram to enrich the students innovative ideas.

Students have raised their doubts on becoming entrepreneurs to the chief guest and also gave their feedback about the programme. In the last, Vote of Thanks was given by Mr. M. Sakthivel, HOD, Department of Computer Science and EDC Coordinator of DR.R.K.Shanmugam College of Arts and Science.

The session was ended by singing the National Anthem.

Tamil Nadu Student Innovator Program:

Date : 23.01.2023

Time : 10:30 AM

Venue: Kamarajar Auditorium A/C

Resource Persons

Mr. M. LOGESHWARAN

*Proprietor,
Metha Scientific & Solution,
Chidambaram*

Mr. VIGNESH THANASELVAN

*Field Coordinator,
AIEDP HUB - EDII TN,
Annamalai University, Chidambaram.*

Entrepreneurship Development Cell of DR.R.K.Shanmugam College of Arts and Science, organized a orientation programme on "Tamil Nadu Student Innovator Program ".

The Orientation Programme was started with the customary Thamizhthai Vazhthu and lighting the divine lamp. Welcome address was delivered by Dr. G. Mohanasunder, Principal of DR.R.K.Shanmugam College of Arts and Science.

Felicitation Speech was delivered by Dr. P. John Victor, Vice Principal of DR.R.K.Shanmugam College of Arts and Science. Chief guest introduction was delivered by Mr. A. Venkatesan M.Sc., M.Phil., Assistant Professor of Chemistry.

Chief Guest, Mr. M. Logeshwaran while delivering his speech, insisted the students to be a job giver and not a job seeker after the completion of degree. He listed out the various positive aspects of being an entrepreneur. Students interacted with the Chief Guest, cleared their doubts and also gave the feedback.

Special Guest, Mr. Vignesh Thanaselvan while delivering his speech, he insisted students to boost their innovative ideas and register themselves in the University hub. He also encouraged student to get involved in the

innovators/entrepreneurs council, which is run by the Government of Tamil Nadu. He added that, the student teams are provided opportunity to give their innovative ideas as a solution to identified validated problem statements in the field of Agriculture Industry, Smart Cities, Health Care, Fin-Tech and Automobile sectors. Students interacted with the Special Guest and also gave the feedback.

In the last, Vote of Thanks was given by Mr. M. Sakthivel, HOD, Department of Computer Science and EDC Coordinator of DR.R.K.Shanmugam College of Arts and Science.

The session was ended by singing the National Anthem.

Innovation Idea Registration

Date : 23.01.2023

Time : 03:00 PM

Venue: Kamarajar Auditorium A/C

Entrepreneurship Development Cell of DR.R.K.Shanmugam College of Arts and Science have reached a milestone in this academic year, by registering two students ideas in the University Hub. These two students ideas have been selected by the Annamalai University among 80 colleges.

- 1) S. Aishwarya of I M.A., Tamil for her project titled “*Food Habits of Women*”
- 2) R. Shobana of I M. A., English for her project titled “*Teaching Moral Values through Oral Literature in the Selected Schools*”

College Bazaar event with SHGs:

Date : 21.02.2023

Time : 10:30 AM

Venue: Kamarajar Auditorium A/C

Resource Person

Mr. SRAVAN KUMAR JATAVATH IAS

District Collector,

Kallakurichi

Tamil Nadu State Rural Livelihood Mission organized the College Bazaar event along with Kallakurichi District in DR. R.K. Shanmugam College of Arts and Science. Kallakurichi District Collector, Mr. Sravan Kumar Jatavath IAS inaugurated the event in the college campus. The event showcased the various products manufactured by District Self Help Groups (SHGs).

District Collector while delivering his speech, insisted students to be awareness of the event and get an idea from SHGs to boost their innovative ideas which can brighten their entrepreneurship dream.

In the last, Vote of Thanks was given by Mr. M. Sakthivel, HOD, Department of Computer Science and EDC Coordinator of DR. R. K. Shanmugam College of Arts and Science.

The session was ended by singing the National Anthem.

Entrepreneurship Programme for Outgoing Students:

Date : 06.03.2023 & 07.03.2023

Time : 10:30 AM

Venue: Kamarajar Auditorium A/C

Resource Persons

Dr. G. SEENUVASAN

*CEO of Madhuras International Farmer Producer,
Group Director,
I Shine Info Tech Trainer,
CSIM Chennai.*

Topic: Highlighting Government Scheme for Entrepreneurs

Ms. V. M. CHANDRA HARINIDEVI

*Chief Manager,
State Bank of India, Kallakurichi.
Topic: Financial Support*

Dr. A. ANANDARAJAN

*Assistant Professor,
Department of Commerce,
St. Charles College of Arts and Science, Eraiyur.
Topic: Business Models and Business Plan Preparation*

Mr. VIGNESH THANASELVAN

*Field Coordinator,
AIEDP HUB - EDII TN,
Annamalai University, Chidambaram.
Topic: Opportunities for becoming Entrepreneurs*

Mr. A. ARUNKUMAR

*Incubation Manager,
Annamalai University, Chidambaram.
Topic: Startup / Company Registration*

Entrepreneurship Development Cell of DR.R.K.Shanmugam College of Arts and Science, organized a orientation program on "Entrepreneurship Development Programme for Outgoing Students" for two days in the college campus.

The Orientation Programme was started with the customary Thamizhthai Vazhthu and lighting the divine lamp. Welcome address was delivered by Mr. A. Venkatesan, Assistant Professor, Department of Chemistry.

Dr. G. Mohanasunder, Principal of DR. R.K. Shanmugam College of Arts and Science delivered the Presidential address and Felicitation address was delivered by Dr. P. John Victor, Vice Principal of DR. R. K. Shanmugam College of Arts and Science.

On the day one, the orientation Programme for the first time had four chief guests to boost our students to enhancing their bright future. The chief guests were honoured by the Principal and Vice –Principal.

Lecture 1 was given by Dr. G. Seenuvasan, CEO of Madhuras International; Farmer Producer, Group Director, Shine Info Tech Trainer, CSIM Chennai on the topic called “*Highlighting Government Schemes for Entrepreneurs*”.

Lecture 2 was delivered by Ms. V. M. Chandra Harinidevi, Chief Manager of State Bank of India, Kallakurichi on the topic called “*Financial Support*”. She also gave a lecture on accounts, financial management.

Lecture 3 was delivered by Dr. A. Anandrajan, Assistant Professor, Department of Commerce, St. Charles College of Arts and Science, Eraiyur on the topic called “*Business Models and Business Plan Preparation*”.

Lecture 4 was delivered by Mr. Vignesh Thanaselvan, Field Coordinator, AIEDP HUB - EDII TN Annamalai University, Chidambaram on the topic called “*Opportunities for becoming Entrepreneurs*”.

On the day two, the Resource Person was Mr. A. Arunkumar, Incubation Manager, Annamalai University, Chidambaram. He delivered the lecture on the topic called “*Startup / Company Registration*”.

On both the days, Students have cleared their doubts and gave the feedback on each session. In the last, Vote of Thanks was given by Mr. M. Sakthivel, HOD, Department of Computer Science and EDC Coordinator of DR. R. K. Shanmugam College of Arts and Science.

The session was ended by singing the National Anthem.