

## **ACTIVITIES (2021-2022)**

### **World Entrepreneurs Day**

On 1 st August, 2021 Entrepreneurship Development Cell and Institution Innovation Council jointly celebrated World Entrepreneurs Day (WED) and organized two events virtually for the students namely Essay Writing Contest on the topic “Entrepreneurship in the Campus” and Case Study Contest on the topic “Successful/ Failure of Start-up Founders”. Totally 66 students of various departments participated in essay writing contest and 11 students in case study contest. First three places were awarded for both competitions.

### **Turning Vision to Reality – A Special Meeting for Aspiring Entrepreneurs**

On 06th December, 2021 Entrepreneurship Development Cell organized “Turning Vision to Reality – A Special Meeting for Aspiring Entrepreneurs”. Dr.T.Mohanapriya, Associate Professor, Department of Management Studies (MBA), Velalar College of Engineering and Technology, Erode addressed the students on the entrepreneurial traits and gave insight to turn once entrepreneurial vision to reality.

### **A Special Meeting on Financial Assistance for Women Entrepreneurs**

On 08th December, 2021 Entrepreneurship Development Cell organized a special meeting on “Financial Assistance for Women Entrepreneurs” for the EDC student members. Ms.Hamsaleela. N. Senthikumar, Founder – Smarty Kids, Scooty Maskup, Guru Associates, Management Trainer – MaxCADD, Coimbatore was the resource person. She elaborated on the scope of start-ups with live examples and various financial assistances available for women entrepreneurs.

### **A Skill Development Programme on Women’s Development in Digital Transformation**

On 08 March, 2022 International Women’s Day was celebrated by Entrepreneurship Development Cell and A Skill Development Programme on Women’s Development in Digital Transformation was jointly organized by PG & Research Department of Corporate Secretaryship and Entrepreneurship Development Cell. Ms. Kalpana Chandrasekaran, Proprietress, Shakthi Tex, Erode was the resource person. She elaborated the scope of digital marketing in the present era.

### **EDC Competition**

On 25th April, 2022 EDC organized its early competition for its members. Product Creation and Drafting Business Plan were the two competitions conducted. In Product Creation Competition R. Sandhiya, I B.COM ‘B’ and M. Malharaliya II BBA (CA) won the first and second place respectively. In Drafting Business Plan Competition P. Harini (30/03/2004), I B. Com ‘A’ and V. Kiruthika, II BSC (CT) won the first and second place respectively.