

ST. MARY'S COLLEGE (AUTONOMOUS)

(Re - accredited with 'A+' Grade by NAAC – 4th Cycle)

Thoothukudi - 628001, Tamil Nadu, India

(Affiliated to Manonmaniam Sundaranar University)

ENTREPRENEURSHIP AND INNOVATION CELL

Report for the Year 2023-2024

1. **On 19.01.2023 organised an** An awareness program on Tamil Nadu students innovators 2022 at Star hall, St. Mary's College (Autonomous), Thoothukudi. Dr. S. T. Suvaitharan, EDII-Field coordinator, Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli was the resource person.

Summary of the Program

The entrepreneurship and innovation Cell is organized an one day awareness program on Tamil Nadu students innovators 2022 on 19.01.2023 in Star hall of our institution,

Dr. S. T. Suvaitharan, EDII-Field coordinator, Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli, inculcated the knowledge on innovative business plan along with an emergence of entrepreneurship and he also provided the indepth information on Tamil Nadu students innovators 2022. 122 students of our institution from all the discipline are participated and benefited out of this program. The program was organized by Ms. S Gayathri, EDII HUB Spoke coordinator, Head & Assistant Professor, Department of Business Administration.

CONVENOR

Ms.S.Gayathri

EDII - Spoke COORDINATOR

Head and Assistant Professor

Department of Business Administration

St. Mary's College (Autonomous)

ORGANISING COMMITTEE

Ms.M.Mangalaeswari

Assistant Professor

Department of English

Ms.R.Paul Roja

Assistant Professor

Department of Business Administration

About the Entrepreneurship & Innovation Cell:

Entrepreneurship & Innovation Cell is working in the field of building an entrepreneurial ecosystem. It also serves as a nodal agency for the institution to facilitate the studentpreneurs in startup ecosystem. EDII - Cell offers training solutions from mind to market. The vision of EDII Cell is to augment the pool of entrepreneurs in different sectors and constituencies in accordance with national priorities and programmes.

75
Azadi Ka
Amrit Mahotsav



WITH SPECIAL BLESSINGS FROM

Secretary

Rev. Sr. Dr.C.Shibana

Principal

Rev. Sr. Dr.A.S.J.Lucia Rose

Deputy Principal

Rev. Sr. Dr.S.Kulandai Therese

Director of Self Supporting Courses

Rev. Sr. Josephine Jeyarani

WITH INVOCATION FROM

Dr.G. Magesh Kuttalam

EDII - HUB COORDINATOR

Department of Management Studies

Manonmaniam Sundaranar University

Abishekpatti.

Venue: Star Hall

St.Mary's College (Autonomous)

Thoothukudi

Date: 19/01/2023

Timing: 10:30 a.m.



ST. MARY'S COLLEGE, (AUTONOMOUS)

Re - accredited with A+ Grade by NAAC

Thoothukudi, Tamil Nadu

ENTREPRENEURSHIP & INNOVATION CELL

In association with

EDII HUB

Manonmaniam Sundarnar University

Organises

**AN AWARENESS PROGRAMME ON
TAMILNADU STUDENT INNOVATORS 2022**



RESOURCE PERSON

Dr.S.T.Suvaitharan

EDII - Field Coordinator
Department of Management Studies
Manonmaniam Sundaranar University
Abishekpatti



2. On 28/01/2023, an One Day Entrepreneurship & Development Programme for Outgoing students & Alumnae was conducted by Entrepreneurship and innovation cell in association with EDIIHUB centre for Entrepreneurship Development, Dr. M. Dhiliphan Kumar, Master Trainer, Entrepreneurship Development and Innovation Institute, Government of Tamil Nadu, Smt. R. Sindhuja, Examiner of Trademarks and GI Intellectual Property Office, Chennai, Government of India, Mr. R. Ramkumar, Partner-compliance, Auditor Works, Tirunelveli were the resource person. 100 students were benefited by this programme.



CONVENOR

Ms.S.Gayathri

EDII - Spoke Coordinator
Head and Assistant Professor
Department of Business Administration
St. Mary's College (Autonomous), Thoothukudi



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With Special Blessings From

Rev. Sr. Dr.C.Shibana

Secretary,
St. Mary's College (Autonomous)

Rev. Sr. Dr.A.S.J.Lucia Rose

Principal
St. Mary's College (Autonomous)

Rev. Sr. Dr.S.Kulandai Therese

Deputy Principal
St. Mary's College (Autonomous)

Rev. Sr. Josephine Jeyarani

Director of Self Supporting Courses
St. Mary's College (Autonomous)

Dr. G. Magesh Kuttalam

EDII - HUB COORDINATOR
Department of Management Studies
Manonmanian Sundaranar University
Abishekpatti.

Dr. S.T. Suviathan

EDII - FIELD COORDINATOR
Department of Management Studies
Manonmanian Sundaranar University
Abishekpatti.

Venue: Star Hall
St. Mary's College (Autonomous)

Timing: 09:00 a.m. - 3:00 p.m.



ST. MARY'S COLLEGE, (AUTONOMOUS)

RE - ACCREDITED WITH A+ GRADE BY NAAC
THOOTHUKUDI, TAMIL NADU

ENTREPRENEURSHIP & INNOVATION CELL

**IN ASSOCIATION WITH
EDII HUB**

**CENTRE FOR ENTREPRENEURSHIP
DEVELOPEMENT
MANONMANIAN SUNDARNAR UNIVERSITY
TIRUNELVELI
ORGANISES**

EDII - TN FUNDED

**ONE DAY ENTREPRENEURSHIP &
DEVELOPMENT PROGRAMME FOR
OUTGOING & ALUMNI STUDENTS**

DATE: 28/01/2023



SESSION I & II



RESOURCE PERSON

Dr. M. Dhiliphan Kumar

Master Trainer

Entrepreneurship Development and Innovation

Institute,

Government of Tamil Nadu

Founder - Agape Infomatics & Startup Pattarai

Co Funder - Curious Gamma Wave Learning &

SPUNKY VIBES

SESSION III



RESOURCE PERSON

Smt. R. Sindhuja

Examiner of Trademarks and

GI Intellectual Property Office, Chennai

Government of India

SESSION IV



RESOURCE PERSON

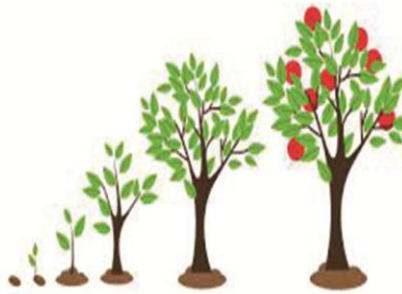
Mr. R. Ramkumar

Partner - Compliance,

AuditorWorks,

Tirunelveli

"And the day came when the risk to remain tight in a bud was more painful than the risk it took to blossom"



AGENDA

INAUGURATION

Felicitation: Rev. Sr. Dr. A. S. J. Lucia Rose

Principal

TIME: 09:00 - 09:30 a.m.

SESSION I

Topic: Business Model and Business Plan Preparation

TIME: 9:30 - 10:30 a.m.

SESSION II

Topic: Marketing Strategies

TIME: 10:45 - 11:45 a.m.

SESSION III

Topic: Intellectual Property Rights

TIME: 12:00 - 1:00 p.m.

SESSION IV

Topic: Start-Up Registration

TIME: 2:00 - 3:00 p.m.

