



# RAMCO INSTITUTE OF TECHNOLOGY

Approved by AICTE, New Delhi & Affiliated to Anna University  
Accredited by NAAC & An ISO 9001: 2015 Certified Institution



Academic Year 2023 – 2024



## REPORT ON RIT – IIC ACTIVITIES

Institution Innovation Council (IIC) of RIT was established in September, 2019. Under the guidelines of MoE Innovation Cell (MIC), various activities under the themes:

- Innovation
- Entrepreneurship
- Start-ups
- Intellectual Property Rights

are being planned and conducted. These programs are organized and executed through various cells of RIT including RIT Entrepreneurship Development Cell (RIT ED-Cell), RIT Intellectual Property Rights Cell (RIT IPR Cell). RIT IIC have secured 3.5-star rating for the academic year 2022 – 2023 (IIC 5.0)



**Entrepreneurship Development Cell in Ramco Institute of Technology (RIT ED-Cell) was constituted and inaugurated in 2014 with a vision to create entrepreneurial awareness and to inculcate entrepreneurial skills among students. From then, RIT ED-Cell conducts various awareness and motivational programme for the students and encourages them to participate in various programs outside the institution. The entrepreneurial track for the students at RIT is:**

<b>SL. NO.</b>	<b>TITLE OF THE PROGRAMME</b>	<b>TARGET STUDENTS</b>
01.	Orientation & Awareness on Entrepreneurship	II year students
02.	Motivational talk by Entrepreneurs	II, III & IV year students
03.	Lecture and interaction session with Entrepreneurs	II, III & IV year students
04.	Awareness on Intellectual Property Rights	III & IV year students
05.	Lecture on Innovation and Product Development	III & IV year students
06.	Interaction with Alumni Entrepreneurs	III & IV year students
07.	Awareness on Government Support Schemes	III & IV year students
08.	Hands on experience in Electronic Gadget servicing	III & IV year students
09.	Lecture on Banking procedure	IV year students

**Beyond these organized programs the students are motivated to participate in events like Business plan (B-plan) preparation, Customer Relationship Management (CRM), Business quiz, taking off business, etc. organized by other institutions and organizations.**

## CONSOLIDATED REPORT WITH SAMPLE EVENTS

<b>Program Number</b>	<b>Title of the Program</b>	<b>Day of the Event</b>
1.	Awareness session on NASA International Space Apps Challenge	07.09.2023
2.	Familiarization of Entrepreneurship and IPR	13.09.2023
3.	Workshop on "Entrepreneurship and Innovation" as Career Opportunity	13.09.2023
4.	Impact of Indian Entrepreneurs in Indian Economy	13.09.2023
5.	Intellectual Property Rights (IPRs) and IP Management for Start up	14.09.2023
6.	Workshop on Entrepreneurship Skill, Attitude, and Behavior	14.09.2023
7.	PALS L2M Entrepreneur Speaks	25.10.2023
8.	National Energy Conservation – Awareness	14.12.2023
9.	Workshop on Business Model Canvas (BMC)	24.02.2024
10.	One-day Workshop on IPR: A repository for protecting intellects	04.03.2024
11.	Seminar session on “Accelerators & Incubation – Opportunities for Students and Early Stage Entrepreneurs”	05.03.2024
12.	Seminar Session on “Value Proposition Fit and Business Fit”	05.03.2024
13.	Three-day Workshop on Design Thinking: A mindset to unbox Empathical innovations	16.03.2024 to 18.03.2024
14.	Entrepreneurship Outreach Program in Community	19.06..2024
15.	Half day session on Accelerators / Incubation – Opportunities for Students & Faculties – Early Stage Entrepreneurs	17.08.2024

## PROGRAM 1:

**Title:** Awareness session on NASA International Space Apps Challenge

**Organizer:** RIT IIC

**Date:** 13.09.2023

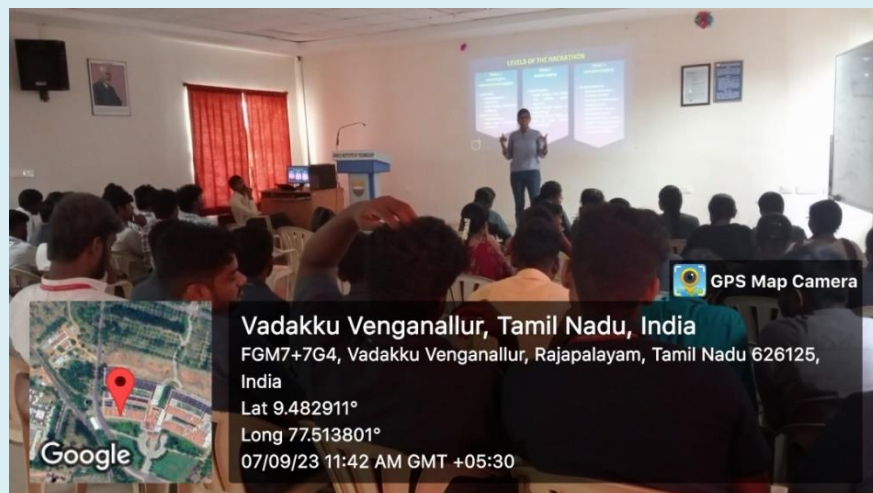
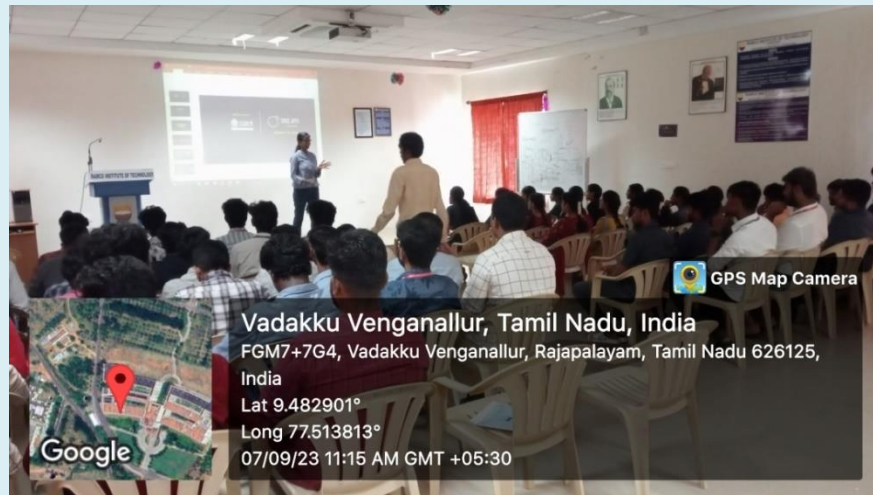
**Students participated:** 53

**Resource Person:** Subha Sankareswari V, Local Lead – Space Apps 2023, Virudhunagar, Tamil Nadu

### Brief description of the programme:

Mr.T.Chockalingam, MoE's Innovation Ambassador, Assistant Professor (SG), Department of Civil Engineering, Ramco Institute of Technology started the session with welcome address and introduced the resource person to the gathering. **Subha Sankareswari V** is a space enthusiast and local leader – Space Apps 2023, Virudhunagar. She started her session by giving brief introduction about NASA Space Apps Challenge. Later, she explained the importance of innovation in the field of space science. Then, she opened the website of NASA Space Apps Challenge and explained the participants to 'how to register' and 'how to choose a problem statement from set of challenges given.

### Photos of event:



## **PROGRAM 2:**

**Title:** Familiarization of Entrepreneurship and IPR

**Date:** 09.11.2023

**Mode:** Offline

**Students participated:** 55

**Resource Person:** Mr.G.Prabu ram, MIC Innovation Ambassador, Assistant Professor (SG), Department of Mechanical Engineering, Ramco Institute of Technology

### **Brief description of the programme:**

Mr.G.Prabu ram, Assistant Professor (SG), Department of Mechanical Engineering, Ramco Institute of Technology started the session with defining and giving a clear idea about what is Entrepreneurship, start-up, Incubation, IPR and its importance. Later he classified various types of IP rights which includes the following:

- Start-Up
- Angel Investors
- Venture Capitals
- Bootstrapping
- Incubation support systems
- Research Park supports
- Patents
- Copyrights
- Industrial Design
- Geographical Indications
- Trade Mark
- Trade Secrets

Then he explained the importance of patent, a copyright based on the nature of creations. He also emphasized each and every one can protect their Innovation by patent, Literary and art work by copyright, Shapes and designs using Industrial Design.

Similarly explained about the student becoming an entrepreneur with few case studies such as

- ✓ OLA
- ✓ Ather
- ✓ OYO
- ✓ Tea Time
- ✓ Snap Deal

Photos of event:





#### **PROGRAM 4:**

**Title:** Impact of Indian Entrepreneurs in Indian Economy

**Date:** 13.09.2023

**Students participated:** 41

**Resource Person:** Mr.T.Chockalingam, MoE's Innovation Ambassador, Assistant Professor (SG),  
Department of Civil Engineering, Ramco Institute of Technology

#### **Brief description of the programme:**

Mr.T.Chockalingam, MoE's Innovation Ambassador, Assistant Professor (SG), Department of Civil Engineering, Ramco Institute of Technology started the session with explaining the following questions:

- What is entrepreneurship
- What's the difference between entrepreneur and business man
- Stalwart Entrepreneurs of our country

Later, he explained about the impact of Indian entrepreneurs on Indian economy in various ways. Some of the key impacts of Indian entrepreneurs on the Indian economy are as follows:

- ❖ Job Creation
- ❖ Innovation and Technology
- ❖ Foreign Investment
- ❖ Gross Domestic Product (GDP) growth
- ❖ Export Promotion
- ❖ Rural Development
- ❖ Skill Development
- ❖ Start-Up Ecosystem
- ❖ Social Impact
- ❖ Global Recognition

After explaining all those things, students were asked with set of questions especially finding out the entrepreneurs by showing their images. Students participated in the activity and answered the questions with full enthusiasm.

- The session was finally concluded by proposing formal vote of thanks.

Photos of event:



## PROGRAM 5:

**Title:** Intellectual Property Rights (IPRs) and IP Management for Start up

**Date:** 14.09.2023

**Students participated:** 59

**Resource Person:** Ms.S.Sharmila Kumari, AP/EEE, Ramco Institute of Technology, Rajapalayam

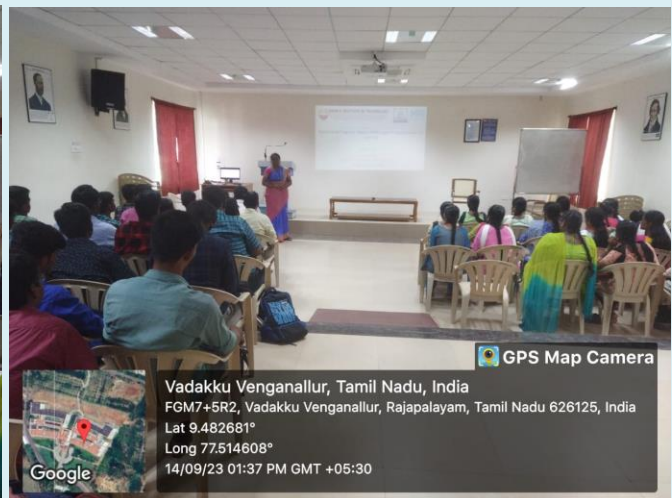
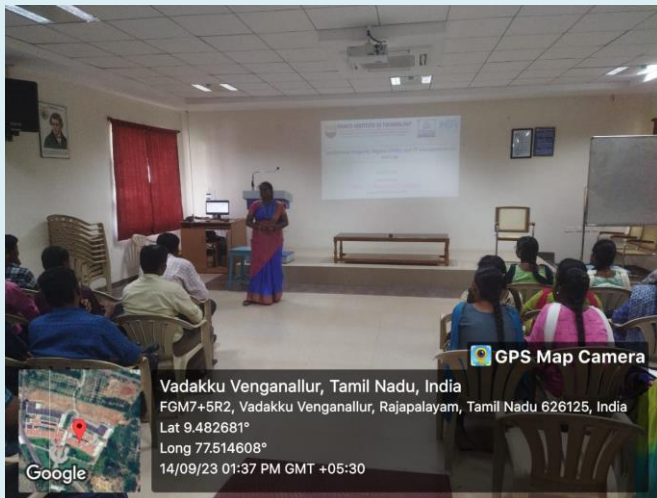
### **Brief description of the programme:**

In this session, Ms.S.Sharmila Kumari from EEE department gave a brain storming session about the Institution Innovation Council(IIC), Entrepreneurship Development Cell (EDC), Intellectual Property Rights (IPR) and various funding schemes of MSME. Students enthusiastically attended the event and clarified their doubts regarding patents, copyrights trademarks etc. The different types of IP rights along with its importance towards the start-up management as a part of IP portfolio was narrated to the students.

The types of IPR briefed included:

- Patents
- Copyrights
- Trademark
- Trade secret
- Industrial Design
- Plant Variety and Farmers' rights protection
- Geographical Indications
- Semiconductor and IC Layout Design Registry Protection

### **Photos of event:**



## **PROGRAM 6:**

**Title:** Workshop on Entrepreneurship Skill, Attitude, and Behavior

**Date:** 14.09.2023

**Students participated:** 60

**Resource Person:** Mr.C.A.Yogaraja, MoE's Innovation Ambassador, Assistant Professor (SG),  
Department of Computer Science and Engineering, Ramco Institute of Technology

### **Brief description of the programme:**

The workshop began with an in-depth exploration of the skills necessary for entrepreneurship. Mr. Yogaraja emphasized the significance of leadership, problem-solving, and effective communication. Attendees learned how to develop and apply these skills in real-world business scenarios. Participants gained valuable insights into the mindset that distinguishes successful entrepreneurs. Mr. Yogaraja encouraged attendees to foster a growth-oriented attitude, resilience in the face of challenges, and a willingness to take calculated risks. Real-life examples were shared to illustrate the power of a positive mindset. The workshop delved into the behavioral strategies that underpin entrepreneurial success. Attendees explored practical approaches to time management, effective decision-making, and the art of building productive relationships. Case studies and group exercises helped reinforce these concepts.

The workshop fostered a dynamic learning environment with engaging discussions and activities. Participants shared their experiences, challenges, and strategies, creating a platform for peer-to-peer learning. This collaborative approach added depth to the workshop. The workshop fostered a dynamic learning environment with engaging discussions and activities. Participants shared their experiences, challenges, and strategies, creating a platform for peer-to-peer learning. This collaborative approach added depth to the workshop.

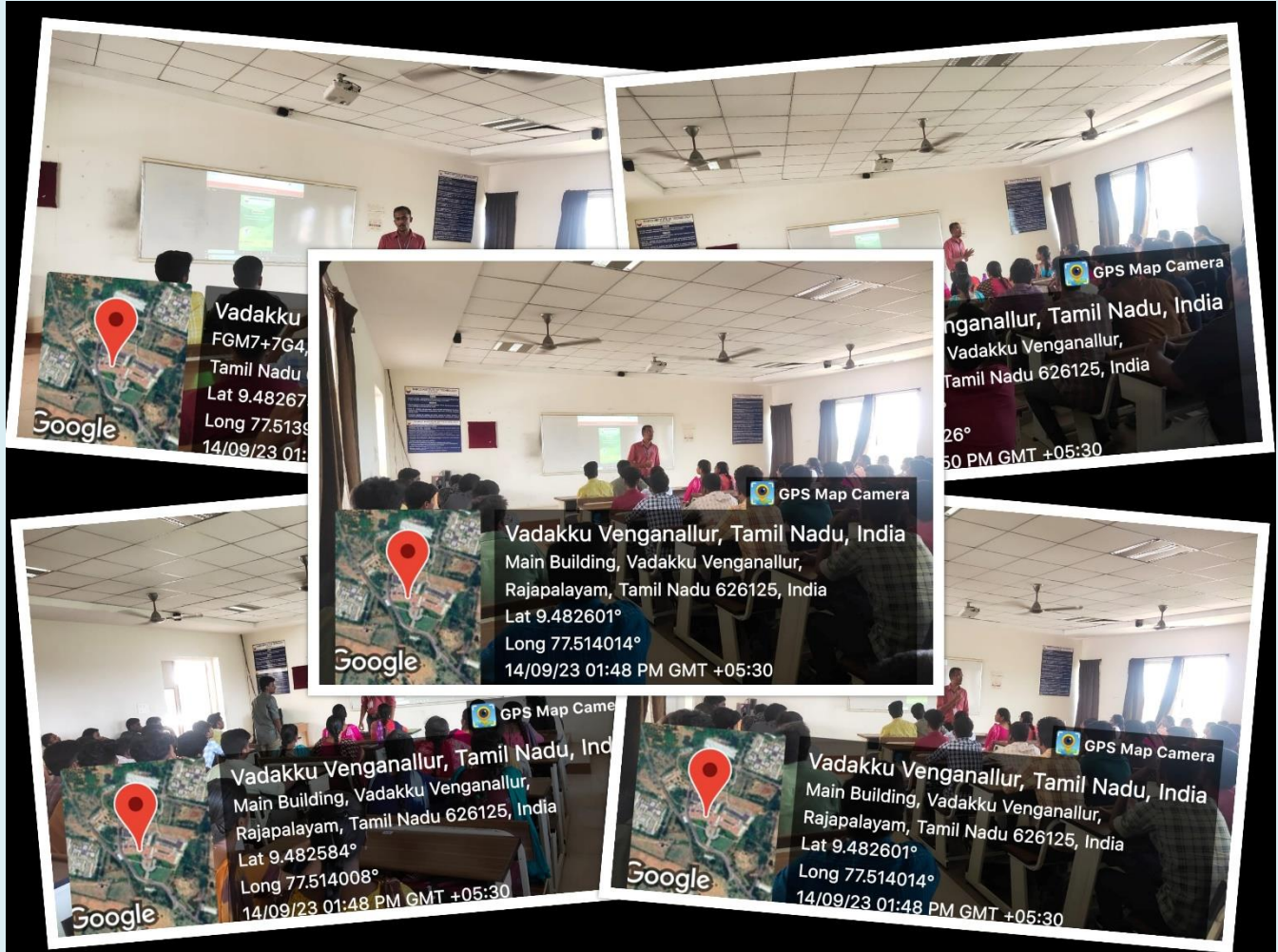
The resource person covered the following points to make them as a successful future Entrepreneur:

1. Learn from the experience of other entrepreneur: The famous entrepreneurs where they tell how they started their projects and a good entrepreneur must be informed and updated
2. Positive Mindset: Having a positive and entrepreneurial attitude is essential to achieve the objectives. Having a good positive attitude can help make a personal project comes true.
3. Believe in yourself: To be a good entrepreneur, you must believe in your business idea, which will be essential to overcome obstacles and be proactive.
4. Organization and Planning: An entrepreneur knows that part of this organization and planning involves forming a work team and delegating its functions so that the entrepreneur knows what resources he needs and foresees the risks for decision-making.

The objectives of the workshop:

1. To create awareness about the importance of innovation and idea generation.
2. To develop Positive attitude and over come mentality.
3. To develop problem solving skills of students
4. To develop ideas to overcome obstacles and be proactive.

**Photos of event:**



## **PROGRAM 7:**

**Title:** PALS L2M Entrepreneur Speaks

**Date:** 25.10.2023

**Students participated:** 21

**Mode:** Online

**Resource Person:** Mr. Vetrivel Palani, Founder & CEO, Uzhavarbumi, Chennai

### **Brief description of the programme:**

Mr. Vetrivel Palani delivered a captivating keynote address, sharing his entrepreneurial journey and the story behind Uzhavarbumi. He emphasized the importance of sustainable agriculture and how his organization is making a difference in the lives of farmers in India. Mr. Palani's speech was both informative and inspiring, shedding light on the challenges and opportunities in the agricultural sector.

Following the keynote address, there was an interactive session where the audience had the opportunity to ask questions and engage in a meaningful dialogue with Mr. Palani. This session allowed attendees to gain deeper insights into the world of entrepreneurship, agricultural technology, and the challenges faced by farmers. Several case studies and success stories from Uzhavarbumi were presented, showcasing the tangible impact the organization has had on Indian agriculture. These stories illustrated how innovative farming practices, technology, and market access provided by Uzhavarbumi have transformed the lives of numerous farmers. The event provided excellent networking opportunities for attendees, fostering connections among entrepreneurs, agricultural enthusiasts, and individuals interested in sustainable farming. Participants had the chance to exchange ideas, collaborate on potential projects, and build valuable relationships. The "Entrepreneur Speaks" event with Mr. Vetrivel Palani as the resource person left attendees with several key takeaways:

#### ***Importance of Sustainable Agriculture:***

Mr. Palani emphasized the critical role of sustainable agriculture in addressing food security, environmental sustainability, and the overall well-being of farmers. He highlighted the need for innovative solutions to make agriculture more efficient and eco-friendly.

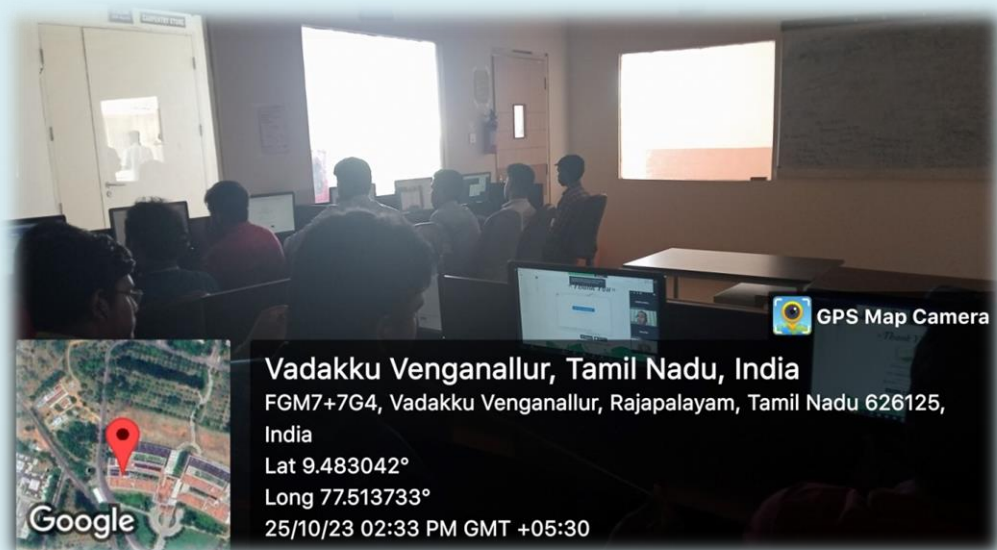
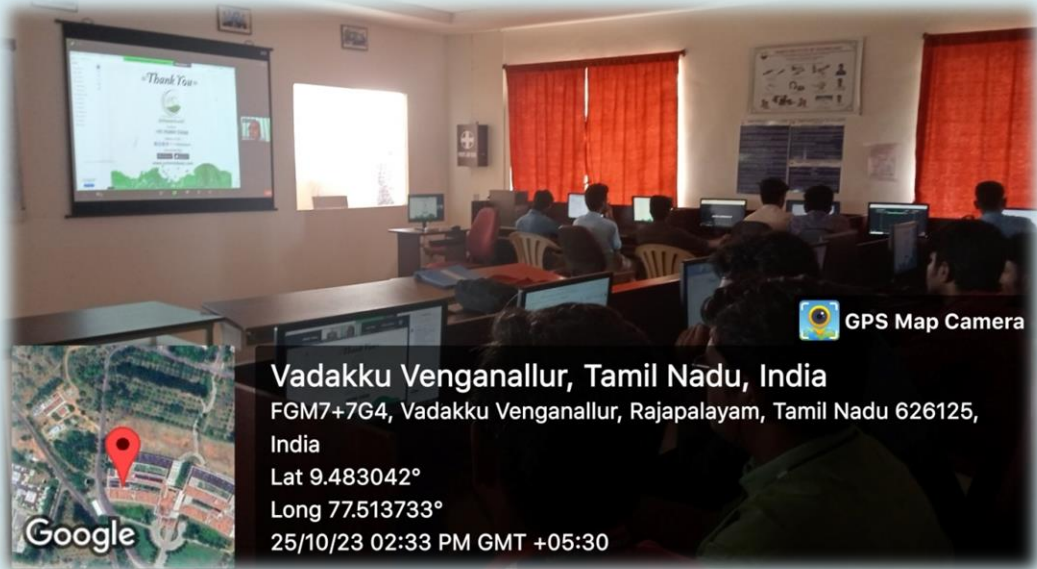
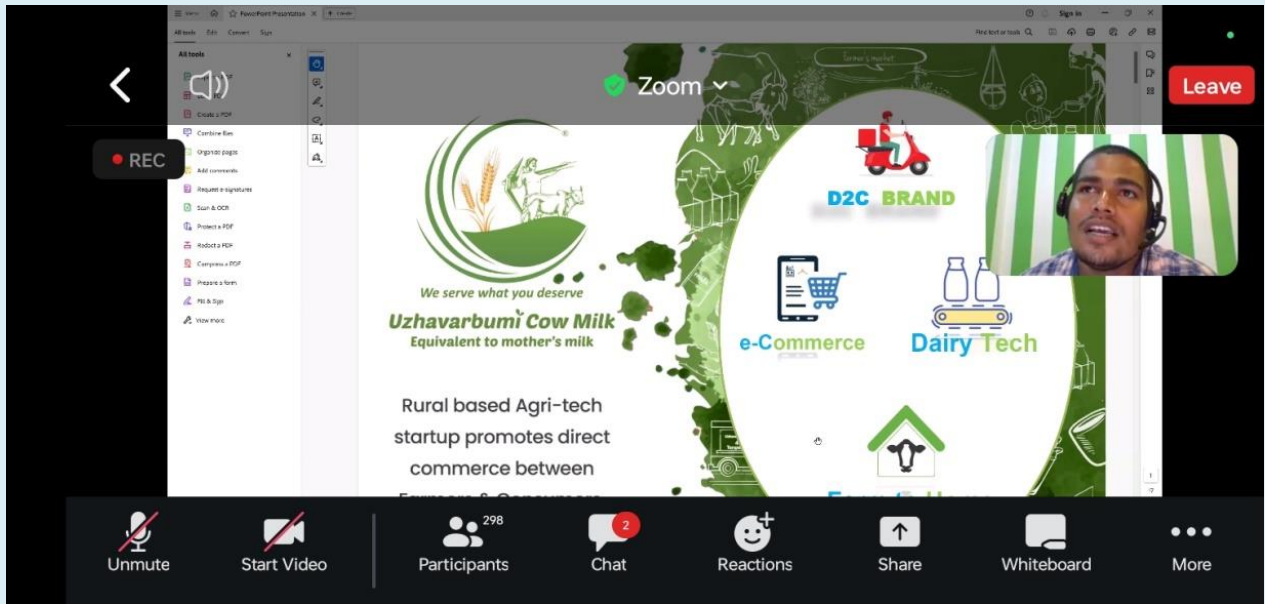
#### ***Technology in Agriculture:***

The event showcased how technology, when harnessed effectively, can revolutionize farming practices. Uzhavarbumi's use of mobile apps, data analytics, and e-commerce platforms has improved the lives of many farmers by providing them with valuable information and market access.

#### ***Entrepreneurial Resilience:***

Mr. Palani's entrepreneurial journey served as a testament to the importance of determination and resilience in the face of challenges. He encouraged aspiring entrepreneurs to persevere and adapt to changing circumstances.

Screenshot of event:



## **PROGRAM 8:**

**Title:** National Energy Conservation - Awareness

**Date:** 14.12.2023

**Students participated:** 45

**Resource Person:** Mr.R.Arun Kumar, AP(SG)/Mech, Ramco Institute of Technology, Rajapalayam

### **Brief description of the programme:**

The National Energy Conservation Day 2023 event, spearheaded by Mr. R. Arun Kumar, was a resounding success in achieving its objectives of raising awareness, promoting energy-efficient practices, and fostering collaboration towards a sustainable future. The event served as a catalyst for collective action and reinforced the importance of conserving energy for the well-being of present and future generations.

### **Photos of event:**



## PROGRAM 9:

**Title:** Workshop on Business Model Canvas (BMC)

**Date:** 24.02.2024

**Students participated:** 32

**Resource Person:** Mr.Theerumalai GA, QSO & EA to Regional Head, Federal Bank

### **Brief description of the programme:**

**Mr.Theerumalai GA, QSO & EA to Regional Head, Federal Bank** formed groups among the students which had a mix from various disciplines and asked them to come-up with an idea of business.

Mr. Theerumalai GA elucidated the core concepts of the Business Model Canvas, emphasizing its role in visualizing and analyzing key components of a business model, including customer segments, value propositions, channels, revenue streams, and more. Through hands-on exercises and interactive discussions, participants actively applied the Business Model Canvas to real-world scenarios, gaining practical experience in leveraging the tool to evaluate and iterate upon their business models. He also shared strategic insights and best practices gleaned from his extensive experience in business model development and entrepreneurship. Participants benefited from his perspectives on identifying competitive advantages, understanding market dynamics, and fostering innovation. The workshop featured case studies and examples drawn from various industries, illustrating successful implementation of the Business Model Canvas framework of Amazon. These real-life examples provided valuable benchmarks and inspiration for participants in refining their own business models. Mr. Theerumalai GA provided personalized feedback and mentorship to participants, offering tailored guidance and suggestions for optimizing their business models. This individualized approach enhanced the learning experience and facilitated actionable insights for each participant.

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NBA Accredited UG Programs: CSE, EEE, ECE and MECH

**DEPARTMENT OF CIVIL ENGINEERING**  
in association with  
**RIT INSTITUTIONS INNOVATION COUNCIL**  
Workshop on  
**“Business Model Canvas (BMC)”**

**Resource Person**  
**Theerumalai Gaveriganesan**  
Quality Support Officer & Executive  
Assistant to Regional Head  
The Federal Bank Limited,  
Tirunelveli RO,  
Tirunelveli

**Date:**  
24.02.2024  
(Saturday)

**Venue:**  
Civil Seminar Hall

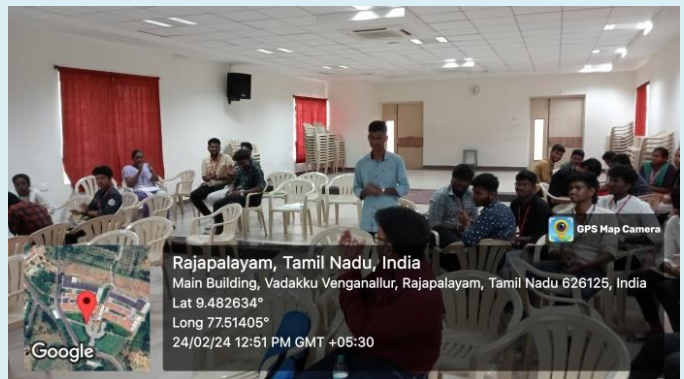
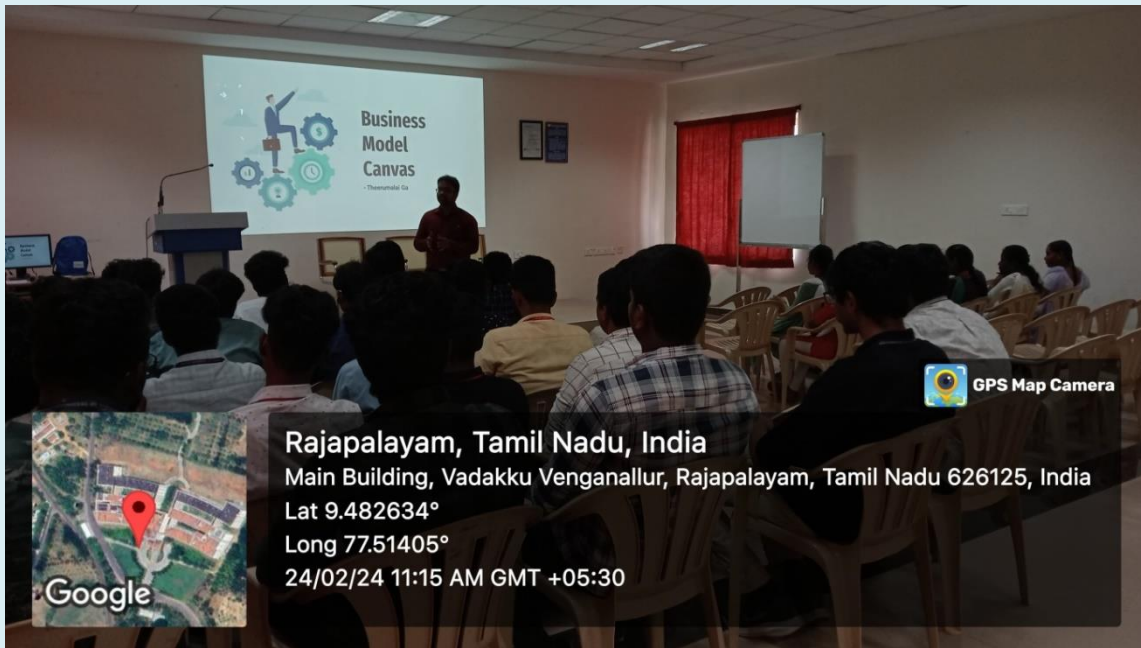
**FACULTY COORDINATOR**  
Mr.T.Chockalingam  
APISG/Civil

**CONVENOR**  
Mr.R.Arun Kumar  
APISG/Mech.

**PATRON**  
Dr.S.Rajakarunakaran  
Vice Principal

**CHIEF PATRON**  
Dr.L.Ganesan  
Principal

Photos of event:



## **PROGRAM 10:**

**Title:** One day Workshop on IPR: A repository for protecting intellects

**Date:** 04.03.2024

**Students participated:** 50

**Resource Person:** Mr.R.Arun Kumar, Certified Patent Agent (IN/PA-4439), Assistant Professor (Sr.Gr.),  
Department of Mechanical Engineering, Ramco Institute of Technology

### **Brief description of the programme:**

#### **PRE-LUNCH SESSION:**

**Introduction to Intellectual Property:** Mr. R. Arun Kumar commenced the workshop by providing an overview of Intellectual Property and its importance in fostering innovation and creativity. He elucidated the various categories of IP, such as patents, copyrights, trademarks, and trade secrets, and explained their distinct roles in protecting different forms of intellectual assets.

**Understanding Patents:** The workshop delved into the intricacies of patents, elucidating the process of patent filing, prosecution, and enforcement. Participants gained insights into the criteria for patentability, patent search strategies, and the significance of prior art in patent examination.

**Copyright and Trademarks:** Mr. R. Arun Kumar elaborated on copyright laws and the protection they offer to literary, artistic, and creative works. Additionally, participants received guidance on trademark registration and the steps involved in safeguarding brand identities.

**Case Studies and Practical Insights:** The workshop incorporated case studies and real-life examples to illustrate the application of IPR principles in different domains. Participants were encouraged to analyze these cases and glean practical insights into the challenges and opportunities associated with protecting intellectual assets.

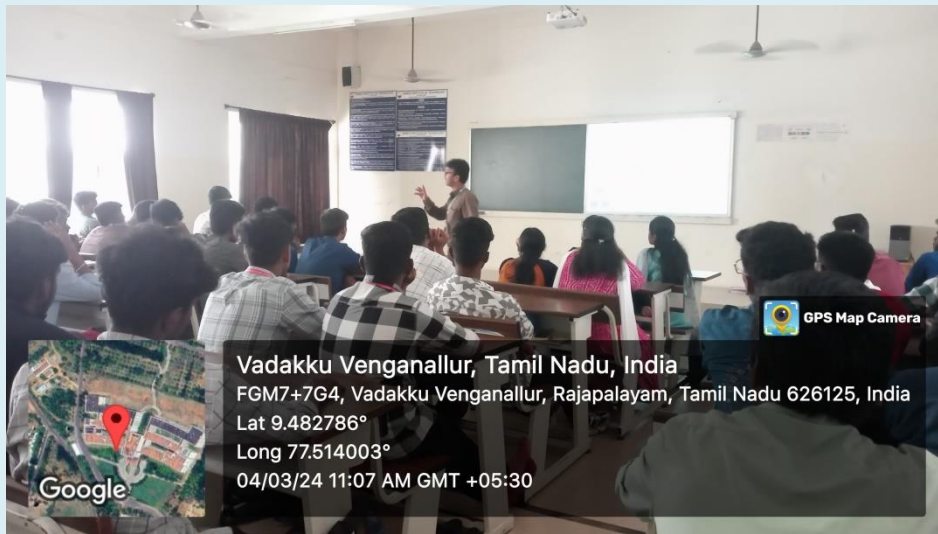
#### **POST LUNCH SESSION:**

**Case Examples:** Mr.R.Arun Kumar explained the drafting procedure of a patent with the three patents that were granted to the Department of Mechanical Engineering, Ramco Institute of Technology and motivated the students to generate patents from their projects.

**Interactive Sessions and Q&A:** Throughout the workshop, interactive sessions were conducted to foster engagement and facilitate discussions among participants. Attendees had the opportunity to seek clarifications on specific topics related to IPR through a dedicated Q&A session with the presenter.

**Hands on session:** In the hands on session, the students were exposed to the practical procedure of patent filing and the form filling. They were also exposed to the copyright registration process in copyright website. The students were given an worksheet in which they were asked to identify all possible IP rights in a given example and they were asked to explain the same with suitable justification.

Photos of event:



## **PROGRAM 11:**

**Title:** Seminar session on “Accelerators & Incubation – Opportunities for Students and Early Stage Entrepreneurs”

**Date:** 05.03.2024

**Students participated:** 54

**Resource Person:** Mr.G.Prabu ram, AP(SG)/Mech, MIC Innovation Ambassador

### **Brief description of the programme:**

#### **Objective of the Programme:**

- ✓ To create awareness on Incubation support system for the students.
- ✓ To make the students to understand the role of incubation centres and accelerators in entrepreneurship in present scenario

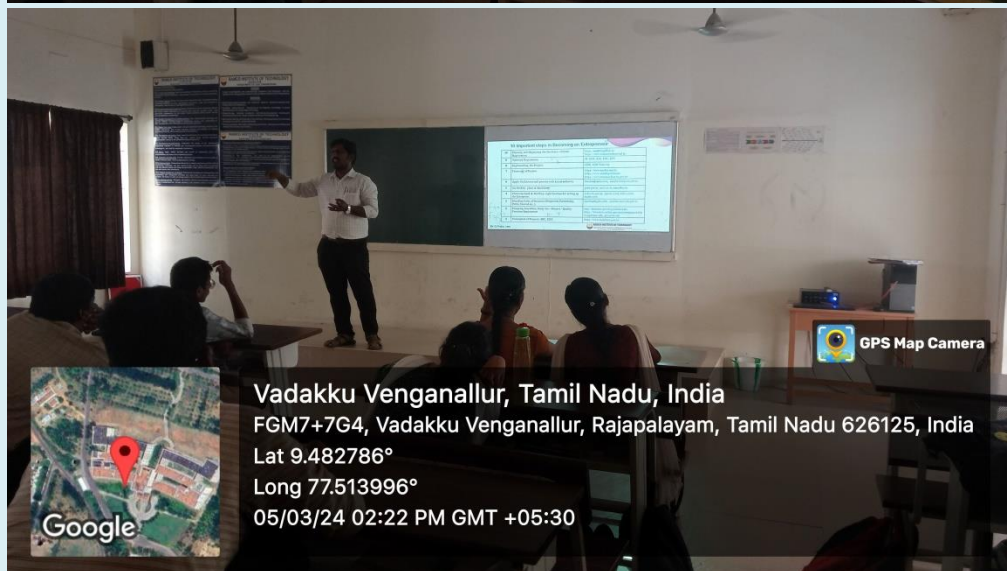
The session started with a welcome address and brief introduction about the resource person given by Mr.R.Arun Kumar, AP(SG)/Mechanical. The session was further handed over to the resource person.

Mr.G.Prabu ram, AP(SG)/Mech and MoE’s Innovation Ambassador explained the difficulties faced by the entrepreneurs and the parameters of hesitation that are in front of an aspirants to become an entrepreneur. Students listed the various parameters among which the primary parameter that was pointed by the students was financial support and the process of taking the idea into a product.

Then the resource person explained the role of incubation centres in nurturing the ideas of an individual / team until it becomes a product. He quoted various examples of start-ups that were nurtured and grown in incubation centres. He specified about the start-up “Ather” which was nurtured by IIT-M Research Park. Then he pointed out the all-round facilitation that will be provided by incubation centre which includes:

- Financial support,
- Mentoring support
- Networking support
- Technical support
- Co-working space support
- Infrastructural support
- Marketing support

Photos of event:



## **PROGRAM 12:**

**Title:** Seminar Session on “Value Proposition Fit and Business Fit”

**Date:** 05.03.2024

**No. of participants:** 54

**Resource Person:** Mr.R.Arun Kumar, Certified Patent Agent (IN/PA-4439), Assistant Professor (Sr.Gr.),  
Department of Mechanical Engineering, Ramco Institute of Technology

### **Brief description of the programme:**

#### **Understanding Value Proposition Fit:**

- Definition and importance of value proposition fit.
- Identifying target customer segments.
- Tailoring products/services to meet customer needs effectively.

#### **Business Fit:**

- Definition and significance of business fit.
- Aligning business strategies with market demands.
- Ensuring operational efficiency and sustainability.

#### **Strategies for Achieving Fit:**

- Market research techniques for understanding customer preferences.
- Innovation and adaptation in product/service offerings.
- Leveraging technology to enhance value proposition and business model.

#### **Case Studies and Examples:**

- Analysis of successful companies and their strategies for achieving value proposition and business fit.
- Examination of challenges faced and lessons learned.

#### **Key Takeaways:**

- Importance of continuous market analysis and adaptation to changing customer needs.
- Strategies for refining value propositions to differentiate from competitors.
- Understanding interplay between value proposition and business model for sustainable growth.
- Role of innovation and intellectual property in enhancing business fit and competitiveness.

#### **Participant Engagement:**

The seminar witnessed active participation from attendees, including faculty members, researchers, and students from various disciplines. Interactive discussions and Q&A sessions allowed for deeper exploration of the topics covered, with participants sharing insights from their own experiences and perspectives.

Photos of event:



GPS Map Camera



Vadaku Venganallur, Tamil Nadu, India  
FGM7+7G4, Vadaku Venganallur, Rajapalayam, Tamil Nadu 626125, India  
Lat 9.482788°  
Long 77.514007°  
05/03/24 03:25 PM GMT +05:30



GPS Map Camera



Vadaku Venganallur, Tamil Nadu, India  
FGM7+7G4, Vadaku Venganallur, Rajapalayam, Tamil Nadu 626125, India  
Lat 9.482788°  
Long 77.514012°  
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### **PROGRAM 13:**

**Title:** Three-day Workshop on Design Thinking: A mindset to unbox Empathical innovations

**Date:** 16.03.2024 to 18.03.2024

**No. of participants:** 45

**Resource Person:** Mr.Saravanan Subramanian, Master Trainer, EDII, Govt. Of Tamil Nadu  
Assistant Professor (Senior), Gnanam School of Business, Thanjavur

#### **Objective of the Programme:**

- ✓ To foster innovation and creative problem-solving among participants from diverse backgrounds.
- ✓ Introduce students to the Design Thinking methodology, encourage collaboration and creative problem solving
- ✓ Develop solutions for real time problems
- ✓ Enhance student's skills in empathy, ideation, and prototyping.

#### **Outcome of the Programme:**

- ✓ Students understood the importance of collaborative spirit and development of feasible plans.
- ✓ Hands on activities made learning engaging and effective.

#### **Description of the activity:**

The Design Thinking workshop successfully achieved its objectives, providing participants with valuable skills and insights. The collaborative environment and structured activities led to the development of innovative solutions and actionable plans.

#### ***Day1:***

Following the inauguration, the resource person "Mr. Saravanan Subramanian, Master Trainer, EDII, Govt. Of Tamil Nadu" took over the session.

The following contents were covered in Day 1 session

- ❖ Ice breaking
- ❖ Design thinking – Life Skill - Process
- ❖ Empathize – Define
- ❖ Ideate – Idea bank – Evaluation

#### ***Day 2:***

On day 2, the resource person assigned several groups to do a field survey based on the day 1 session learning, with the instruction to present during the third day session.

#### ***Day 3:***

On day 3, assigned teams were presented their field survey's conclusions and its implications to the resource person. After presentation, the following contents were covered in day 3 session.



GPS Map Camera



Rajapalayam, Tamil Nadu, India  
Main Building, Vadakku Venganallur, Rajapalayam, Tamil Nadu 626125, India  
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Long 77.514059°  
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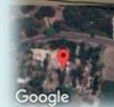
GPS Map Camera



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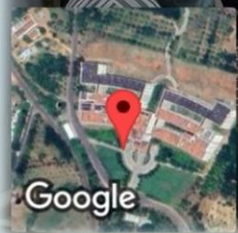
GPS Map Camera



Rajapalayam, Tamil Nadu, India  
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GPS Map Camera



Rajapalayam, Tamil Nadu, India  
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## **PROGRAM 14:**

**Title:** Entrepreneurship Outreach Program in Community

**Date:** 19.06.2024

**No. of participants:** 35

**Resource Person:** Ms.K.Devi, Aari Work trainer, Srivilliputhur

### **Objective of the Programme:**

- ✓ To create awareness about self-employment opportunities in Aari embroidery
- ✓ To make participants confident about their skills

### **Outcome of the Programme:**

- ✓ Students got the idea to start their entrepreneurship

### **Detail description of the activity:**

The Inaugural function started in the presence of the Headmaster, Pasumpon Thevar Hr. Sec School, Mamsapuram. UBA coordinator Dr. T. Manimaran and Village coordinator

Dr. M. Anish Alfred Vaz coordinated the program along with Ms.Devi, the Aari Work Trainer, and Mr.E.Thangam Assistant Professor (Senior Grade), Department of Electrical and Electronics Engineering of Ramco Institute of Technology.

The program was inaugurated by the principal.

This initiative was part of the Institutions Innovation Council's calendar activity to support the local communities by offering a skill-based training, helping participants enhance their livelihood opportunities.

The training was designed as a hands-on program, focusing on practical skill development over 6 hours.

The Aari work training was given for the students of Pasumpon Thevar Higher Secondary School, Mamsapuram on 19.06.2024.

Ms.K.Devi, Aari Work trainer, Srivilliputhur trained the students. 35 students participated in this training. This program has created awareness of Aari embroidery work and all have learned a self-employment activity.



## **PROGRAM 15:**

**Title:** Half day session on Accelerators / Incubation – Opportunities for Students & Faculties – Early Stage Entrepreneurs

**Date:** 17.08.2024

**No. of participants:** 50

**Resource Person:** Dr.G.Geetha, Deputy Director, Centre for Intellectual Property Rights, Anna University, Chennai

### **Objective of the Programme:**

- ✓ To give orientation on acceleration and incubation opportunities for students and faculty members

### **Outcome of the Programme:**

- ✓ Participants gained an idea about the support ecosystem available for the early stage entrepreneurs.

### **Detail description of the activity:**

The event titled "Accelerators / Incubation – Opportunities for Students & Faculties – Early Stage Entrepreneurs" was an insightful session delivered by Dr. G. Geetha, focusing on the significance of accelerators and incubators in nurturing early-stage startups. The event aimed to provide valuable information to students, faculty members, and aspiring entrepreneurs on how they can leverage these platforms to transform their innovative ideas into successful businesses.

Dr. Geetha began by explaining the fundamental differences between accelerators and incubators. Accelerators typically offer a time-bound, intensive program aimed at scaling businesses, while incubators provide a longer-term nurturing environment for startups to develop their ideas. She emphasized that both platforms are crucial for early-stage entrepreneurs as they offer mentorship, resources, and networking opportunities essential for business growth. The speaker highlighted the unique opportunities available for students and faculty members in these ecosystems. Students can benefit from access to cutting-edge technologies, industry experts, and potential investors, while faculty members can collaborate on research commercialization, create spin-offs, and engage in industry partnerships.

Dr. Geetha stressed the importance of early-stage support for startups, noting that the initial phase is often the most challenging. She discussed how accelerators and incubators provide crucial support in refining business models, validating products, and preparing for market entry. The event also covered the common challenges faced by startups in the incubation and acceleration phases, including funding, market access, and team building. Dr. Geetha provided practical solutions and strategies to overcome these hurdles, emphasizing the importance of persistence and adaptability in the entrepreneurial journey.

