

**Research & Development Cell**

**Interactive Session for Collaborative Research Proposals**

**Date: 17.08.2021**

**No of Faculty: 8**



Interactive session for the faculty of Department of Biochemistry and Microbiology was organized with Dr.Chinnuswamy Viswanathan, Associate Professor, Department of Nanoscience and Technology, Bharathiar University, Coimbatore. Faculty members interacted regarding the research field they are involved and also latest research in life sciences. He insisted to concentrate on basic science research and on biomaterials and its applications. He suggested that incubation center can be started in collaboration with industries. He insisted to motivate research scholars and students to apply for fellowship and funding assistance for carrying out research work. He gave valuable suggestions to publish articles in the area of expertise and then to apply for funding assistance. He referred to apply for funding assistance to Department of Health and Research under the Ministry of Health & Family Welfare, DST FIST, BIRAC, WOS-B Women Scientist Scheme and TANSCH. Interdisciplinary and multidisciplinary projects can be encouraged. Projects on environmental based applications, wastewater treatment, drinking water purification and food-based research can be promoted. He said students or faculty can make use of the instruments in Bharathiar University for their research work at nominal charges. Faculty cleared their doubts regarding research publications in refereed journals, funding agencies and collaboration. The interaction was highly informative to the faculty.

Prepared by

*Penuke R*

Approved by

*[Signature]*  
Coordinator  
Research and Development Cell  
Sri Ramakrishna College of Arts & Science for Women  
Coimbatore - 641 044



## Department of Computer Science

### Seminar on

### An Exemplary Walkthrough on Academic Research

**Date : 27.09.2021**

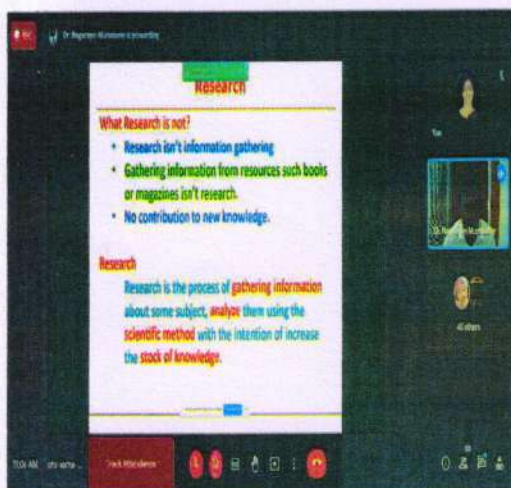
**Time : 11 A.M -12 P.M**

**No.of Beneficiaries : 46**

**Resource Person: Dr. Nagarajan. M**

**Principal, KSG College of Arts and Science  
Coimbatore**

Resource Person Dr.M.Nagarajan, Principal, K.S.G College of Arts & Science, Coimbatore shared his Knowledge about “An Exemplary Walkthrough on Academic Research” with Faculty, Research Scholars, PG Students through Google meet on 27.09.2021.He addressed the Audience about Problem Identification, Review of Literature, Adoption of Methodology, Publication of Papers in Journals. He gave a broad insight about choosing the right Journal for Publication of Papers and Plagiarism Checking. Totally 46 persons were benefitted from this Seminar.



*A. Sag*  
Event Coordinator

*K. Nisha*  
Head of the Department  
Head of the Department  
Department of Computer Science  
Sri Ramakrishna College of  
Arts & Science for Women  
Coimbatore - 641 044.



**SRI RAMAKRISHNA**  
COLLEGE OF ARTS & SCIENCE FOR WOMEN



### My Story - Motivational Session by Successful Innovator

**Date: 10.11.2021**

**No. of Participants: 90**

Institution's Innovation Cell organized "My Story - Motivational Session by Successful Innovators" on 10<sup>th</sup> November, 2021. The chief guest Mr. Swarajit Alakananda, CEO-Fix your Gadgets, MD- SIEW Technologies, Founder Volunteer - So Aware, Coimbatore shared his success story and motivated the students to dream big. He also insisted that believing in oneself strongly, risk taking and hard working will pay way for success in a business. 90 participants including students and faculty participated in the session.



**President - IIC**

*Dr. D. Jayanthi*  
**Dr. D. JAYANTHI**

President

Institution's Innovation Council  
Sri Ramakrishna College of  
Arts and Science For Women  
Coimbatore - 641 044

*Principal*

**Principal**

PRINCIPAL  
SRI RAMAKRISHNA COLLEGE OF  
ARTS AND SCIENCE FOR WOMEN  
395, Sarojini Naidu Road  
Coimbatore-641 044



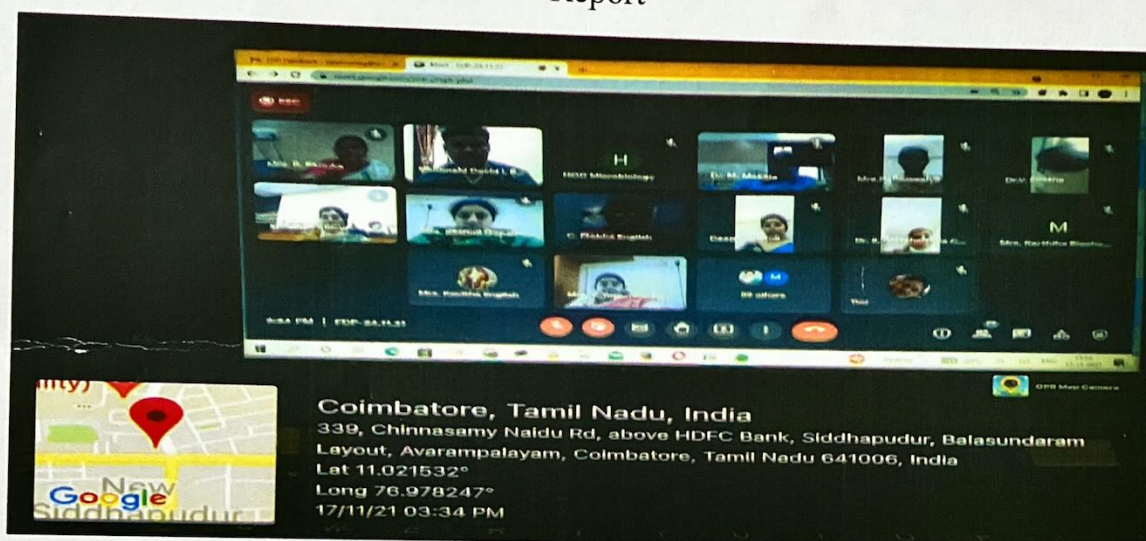


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17.11.2021

Research and Development Cell  
Department of English  
Faculty Development Programme on  
From Supposing to Finding: A Discourse on Research  
Report



Research and Development Cell and Department of English jointly organized a Faculty Development Programme on 'From Supposing to Finding : A Discourse on Research' on 17.11.21 through google meet. Dr.Anandhi, Head, Dept. of English welcomed the gathering and Dr.K.Mahalakshmi, introduced the Guest speaker. The resource person Dr.L.Ronald David, Assistant Professor, Department of English, Bishop Heber College enriched the forum with the ideas on Research, Clarity of ideas and attributes of research and how to avoid plagiarism. The faculty asked questions related to research topics and research findings. The session ended with a vote of thanks rendered by Dr.M.Mekala, R & D Coordinator of the college.

HoD, English

R & D Coordinator

**Coordinator**  
**Research and Development Cell**  
Sri Ramakrishna College of Arts & Science for Women  
Coimbatore - 641 044





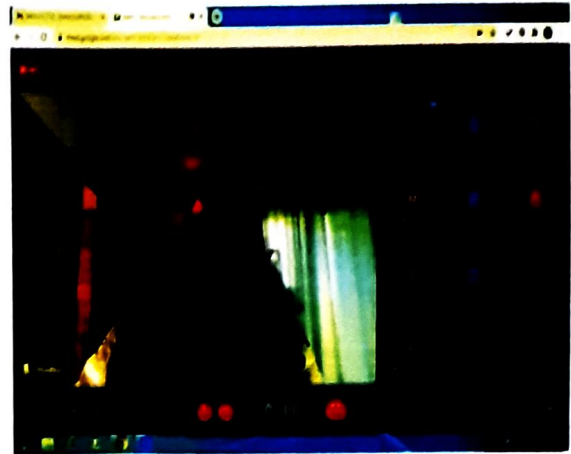
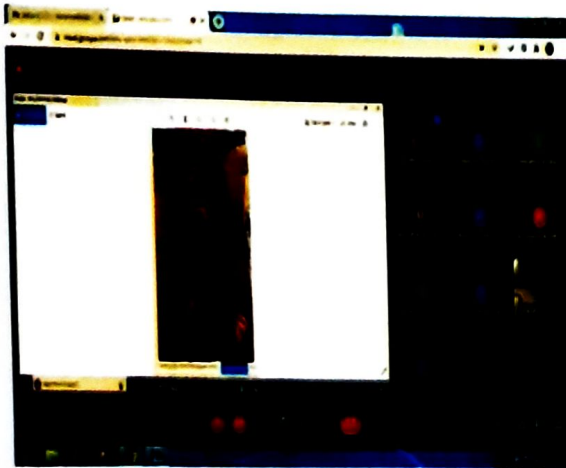
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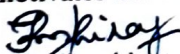
**My Story-(Motivational Session by Successful Entrepreneur)**

Date: 18.11.2021

No.of Participants: 80



Sri Ramakrishna college of Arts & Science for Women in association with Institutions Innovation Council organized a Session on My Story - (Motivational Session by Successful Entrepreneur) on 18<sup>th</sup> November 2021. The Resource Person Miss.S.Vinodhini, Girly Thingz – Proprietor, shared her experience as an entrepreneur and also suggested ways and methodologies to be adopted to become a successful Entrepreneur. The session was fruitful to the students and motivates them to explore entrepreneurial opportunities.

  
IIC President

**Dr.D. JAYANTHI**  
President

Institution's Innovation Council  
Sri Ramakrishna College of  
Arts and Science for Women  
Coimbatore - 641 044



Principal

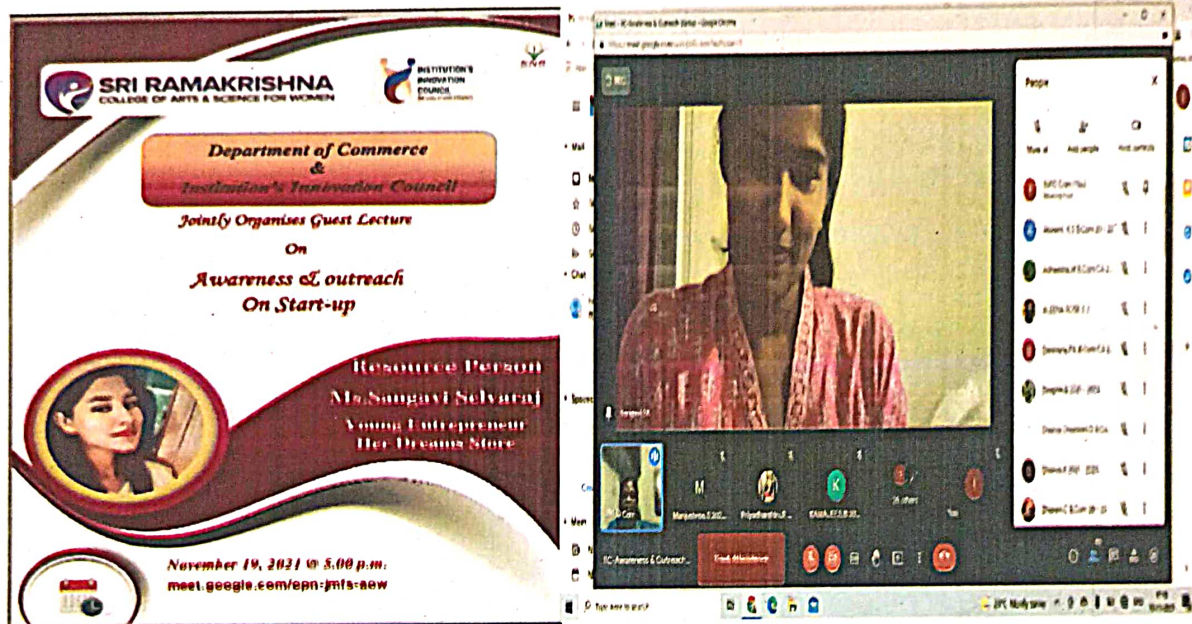
**PRINCIPAL**  
SRI RAMAKRISHNA COLLEGE OF  
ARTS AND SCIENCE FOR WOMEN  
395, Sarojini Naidu Road  
Coimbatore-641 044



**A Guest Lecture  
on  
Awareness & Outreach on Start Up**


Date: 19.11.2021

No of Beneficiaries: 78



A guest lecture was organized by the Department of Commerce jointly with the Institution's Innovation Cell (IIC) through the Google meet platform on 19<sup>th</sup> November 2021 at 5 pm. The resource person Ms. Sangavi Selvaraj, an entrepreneur from Salem, interacted with the audience about the interest of students to become an entrepreneur.

She explained the need for a mission to start a small business. She focused on the importance of social media in recent years in marketing the product. She insisted on the productive usage of time and being strong with content. The resource person concluded the session by stressing the importance of planning every activity and adopting new strategies with minimum investment to become a successful entrepreneur.

Prepared by  


  
Approved by

SRI RAMAKRISHNA COLLEGE OF  
ARTS AND SCIENCE FOR WOMEN  
395, Sarojini Naidu Road  
Coimbatore-641 044



## How to build a Successful Startup

Date: 19.11.2021

No. of Participants: 106



Sri Ramakrishna college of Arts & Science for Women in association with Institutions Innovation Council organized a Session on "How to build a Successful Startup" on 19<sup>th</sup> November 2021. The Resource Person was Mr. R. Arun Prasaath, Sastha Auto Care – Proprieter, Coimbatore. The session gave an insight into various innovative ideas to initiate Start - ups. The resource person elaborated the successful stories of entrepreneurs and his speech motivated the students to begin start - ups in future.

  
IIC President

**Dr. D. JAYANTHI**  
President  
Institution's Innovation Council  
Sri Ramakrishna College of  
Arts and Science For Women  
Coimbatore - 641 044



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395, Sarojini Naidu Road  
Coimbatore-641 044



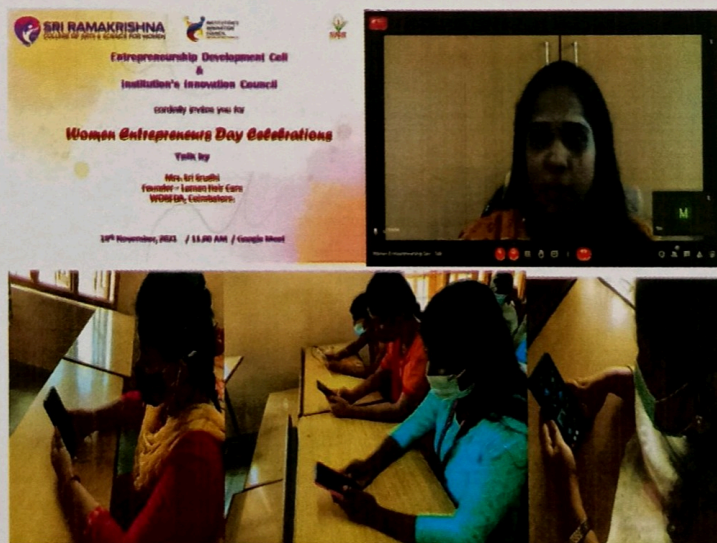


### Women Entrepreneurs Day Celebrations

**Date: 19.11.2021**

**No. of Participants: 86**

Entrepreneurship Development Cell and Institution's Innovation Cell organized a session on the theme "Talk By" on account of Women Entrepreneurs Day Celebrations on 19<sup>th</sup> November, 2021. The chief guest Mrs. Sri Srudhi, Founder - Loman Hair Care, WOBEA, Coimbatore insisted that a small idea will develop into a successful startup, opportunity comes from all the directions and one should be ready to grab it. She motivated the students to come up more innovative ideas and products for new startups. 86 members including students and faculty participated in the session.



**Convenor - EDC**

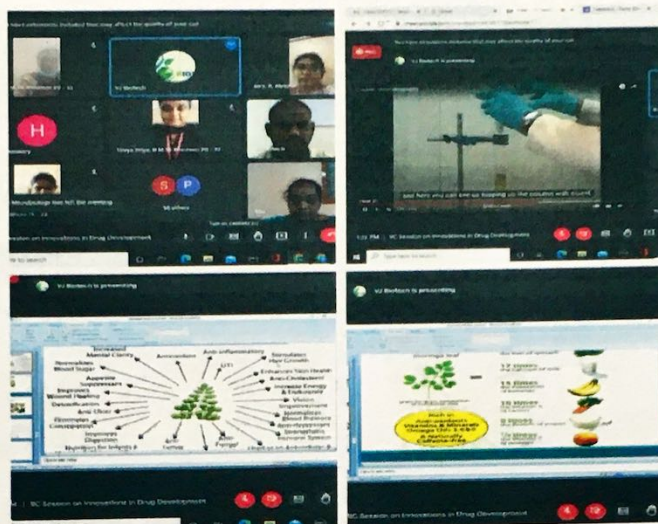
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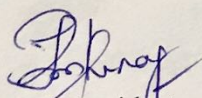
## Innovations in Plant Drug Development

Date: 22.11.2021

No of Participants:121

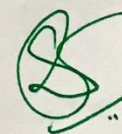


Institution's Innovation Council and The Department of Biochemistry jointly organized a session on "Innovations in Drug Development" on 22<sup>nd</sup> November 2021. Dr S.Vijayakumar, Research Coordinator, VJ Biotech Coimbatore was the resource person. He deliberated on how drugs can be developed using innovative technologies and also about the bioactive compounds present in plants and its mode of action in drug development. He focussed on phytocompounds in Turmeric, Ginger, Garlic, Vinca alkaloids, Andragrapholide, Phyllanthin's chemistry, drug action and its pharmacological properties in drug development. The students gathered knowledge on the latest aspects of drug development process. The session was highly informative to the students as well as faculty.



IIC President

**Dr .D. JAYANTHI**  
President  
Institution's Innovation Council  
Sri Ramakrishna College of  
Arts and Science For Women  
Coimbatore - 641 044



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ARTS AND SCIENCE FOR WOMEN  
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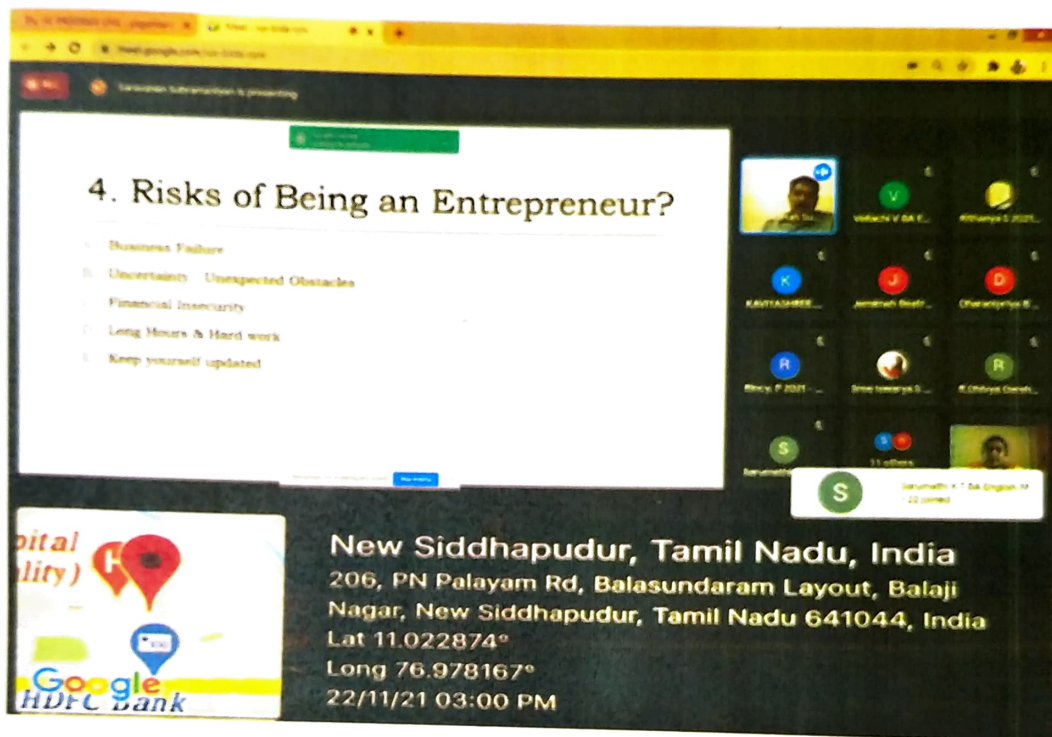
Department of English  
&  
Institution's Innovation Council

Entrepreneurship and Innovation as Career Opportunity

Report

Date : 22.11.2021

No. of Participants: 72



The Department of English and Institution's Innovation Council jointly organized an online session on Entrepreneurship and Innovation as Career Opportunity on 22nd November 2021 at 02.30 pm. Resource person Mr. Saravanan Proprietor and MD, Cuts and Curves Tooling Solution, Coimbatore handled the session and explained various challenges and possible remedies which will benefit and bring a positive transformation among the future entrepreneurs. He asked them to set a goal and advised to become a job creator than to become a job seeker. He pointed out that Entrepreneur should be centered on giving value rather than about profit because profit comes after the value that we are giving supersedes what customers are expecting.

  
IIC President

**Dr. D. JAYANTHI**  
President  
Institution's Innovation Council  
Sri Ramakrishna College of  
Arts and Science For Women  
Coimbatore - 641 044

  
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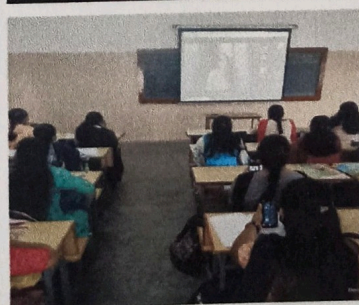
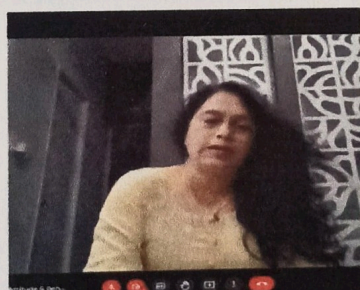


### Workshop on Entrepreneurship Skill, Attitude and Behaviour Development

**Date: 15.12.2021**

**No. of Participants: 93**

Institution's Innovation Council organized a workshop on "Entrepreneurship Skill, Attitude and Behaviour Development" on 15th December, 2021. The chief guest Ms. Timple Luloo, Managing Director - Fugle Pharma & Founder - Acu-Neuro Clinic, Coimbatore shared the idea behind her start-up and the initial difficulties she faced. She also insisted that life skills will help to navigate the uncertain future, as well as learning to accept failure as a part of the growth process. Her words of encouragement were to develop an idea, plan and step out to the world as an entrepreneur. Her journey from Coimbatore to the entire country amazed the students with her powerful words of motivation. 93 members including students and faculty participated in the workshop.



**President - IIC**

*Dr. D. Jayanthi*  
**Dr. D. JAYANTHI**  
President

Institution's Innovation Council  
Sri Ramakrishna College of  
Arts and Science For Women  
Coimbatore - 641 044

*[Signature]*  
**Principal**

**PRINCIPAL**  
SRI RAMAKRISHNA COLLEGE OF  
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Coimbatore-641 044



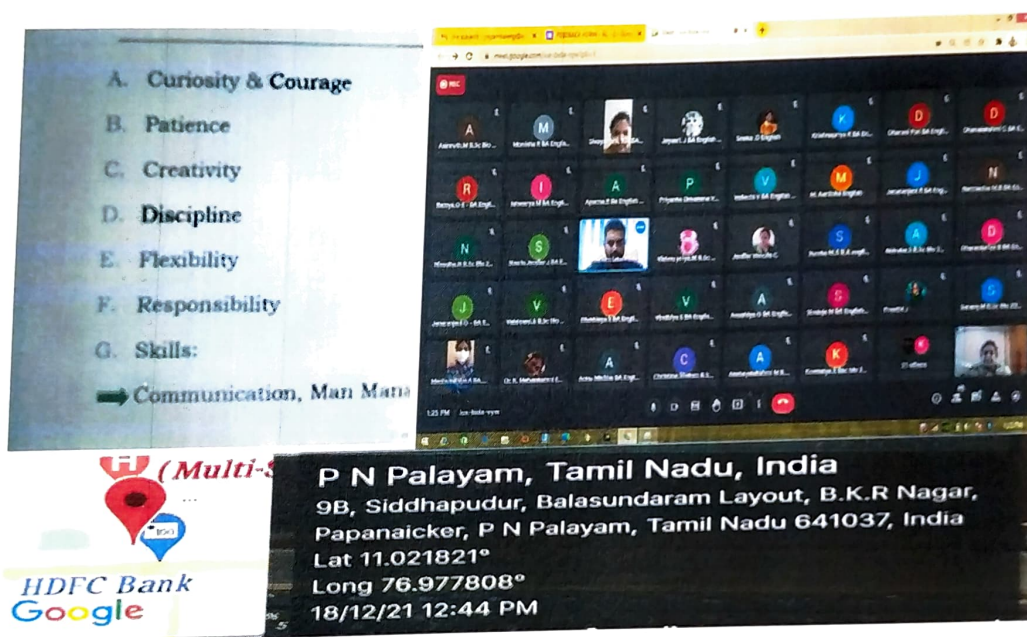
Department of English  
&  
Institution's Innovation Council

"Creativity in Entrepreneurship"

Report

Date : 18.12.2021

No. of Participants: 138



The Department of English and Institution's Innovation Council jointly organized an online session on "**Creativity in Entrepreneurship**" on 18th November 2021 at 12.00 p.m. Resource person Mr. Gowtham Laxmanan, Proprietor, Cloud Dreams, Coimbatore, handled the session and discussed the role of creativity in entrepreneurship. He imparted his views and ideas on innovation in entrepreneurship. The session instilled creative techniques that are to be employed in entrepreneurship and encouraged the students to become entrepreneurs because they can create employment opportunities not only for themselves but for others as well.

*[Signature]*  
IIC President  
**Dr. D. JAYANTHI**  
Institution's Innovation Council  
Sri Ramakrishna College of  
Arts and Science for Women

*[Signature]*  
Principal

**PRINCIPAL**  
SRI RAMAKRISHNA COLLEGE OF  
ARTS AND SCIENCE FOR WOMEN  
395 Sarojini Naidu Road



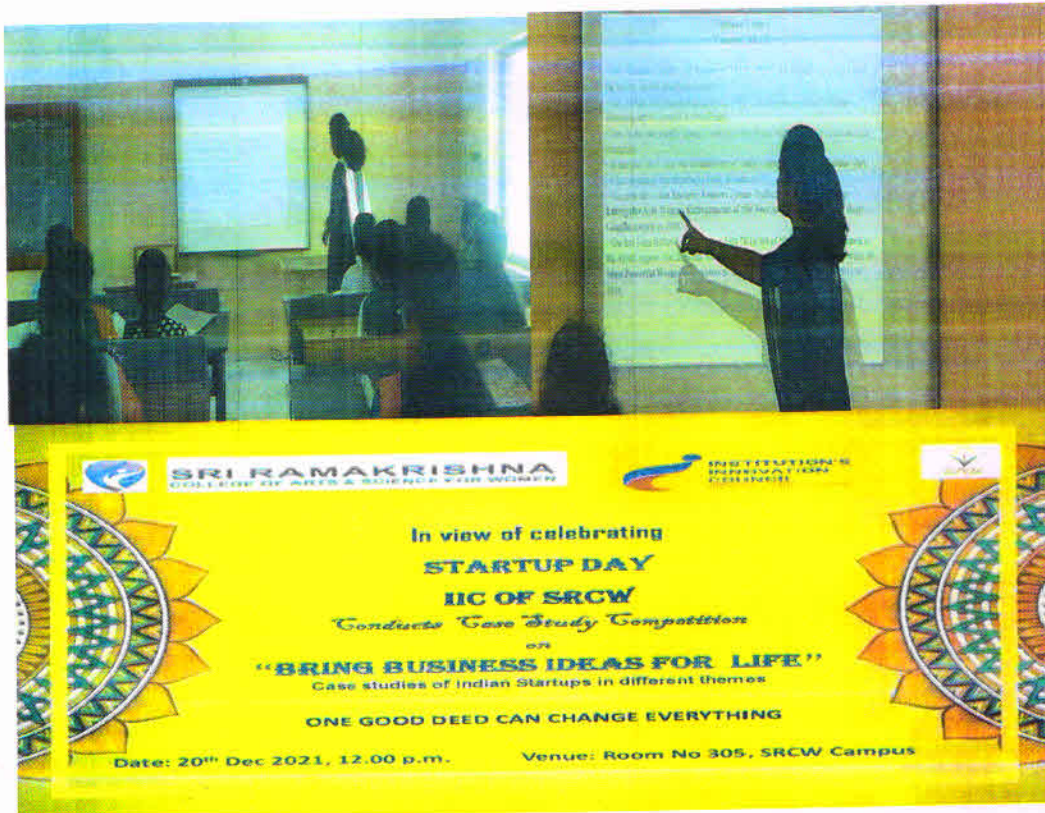
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COLLEGE OF ARTS & SCIENCE FOR WOMEN



## CASE STUDY OF INDIAN STARTUP IN DIFFERENT THEMES "BRING BUSINESS IDEAS FOR LIFE"

Date: 20.12.2021

No of Beneficiaries: 20



On account of Startup day celebration Institution Innovation Council of Sri Ramakrishna College of Arts & Science for Women conducted event "Bring Business Idea for Life" for the students on 20.12.2021. Students from Commerce Department participated and presented ideas and information to conserve the existing resources. Dr.K.Vanitha from commerce department Judged the event and best three business idea were awarded. The event helped the students to analyse the causes of successful business ideas for various business.

  
IIC President

**Dr. D. Jeyanthi**  
Principal IIC

Institution Innovation Council  
Sri Ramakrishna College of  
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Coimbatore - 641 044

Principal

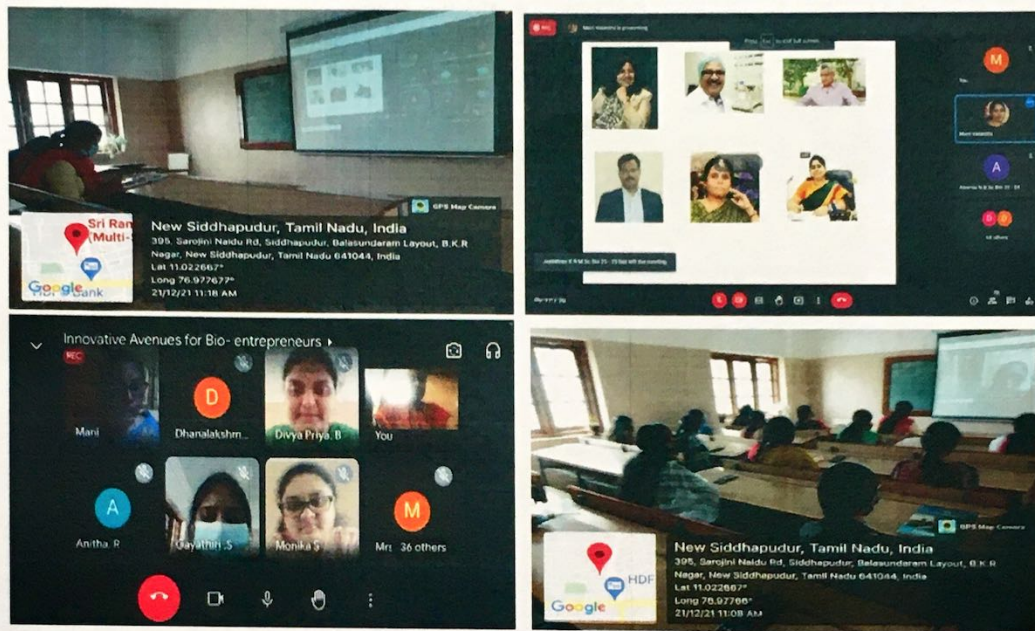
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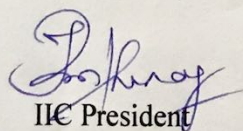
## Innovative Avenues for Bio -Entrepreneurs

Date: 21.12.2021

No of Participants:73

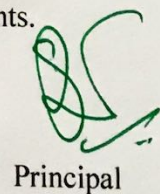


Institution's Innovation Council and The Department of Biochemistry jointly organized a session on "Innovative Avenues for Bio-entrepreneurs" on 21<sup>st</sup> December 2021. Dr.M.Vasanthi, Chief Technical officer, VIP Bio Products, Madurai was the resource person. She explained that Bio-entrepreneurship is an academic powered entrepreneurship as it is driven by science-based innovation, and it is the flow of innovation from academia to industry. She motivated the students by quoting successful bio-entrepreneurs in the industry. She gave ideas on how laboratory research can be transformed to industrial applicability and also to an innovative bioproduct that are useful for the society. The students were highly inspired by her speech that ignited the spirit of entrepreneurship in the mind and heart of the students.



IIC President

**Dr .D. JAYANTHI**  
President  
Institution's Innovation Council  
Sri Ramakrishna College of  
Arts and Science For Women  
Coimbatore - 641 044



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**PRINCIPAL**  
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**ARTS AND SCIENCE FOR WOMEN**  
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**Coimbatore-641 044**



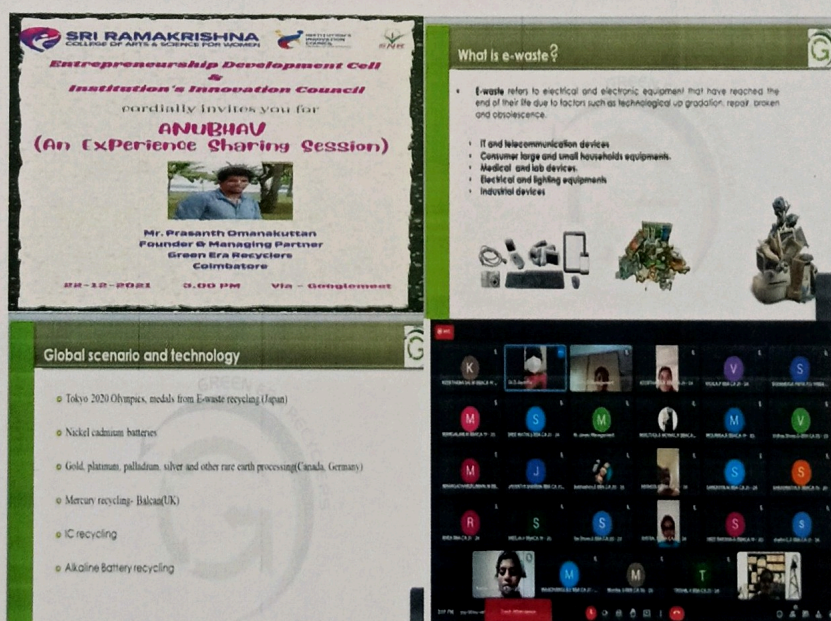


### ANUBHAV - An Experience Sharing Session

**Date: 22.12.2021**

**No. of Participants: 67**

Entrepreneurship Development Cell and Institution's Innovation Council organized "ANUBHAV - An Experience Sharing Session" on 22<sup>nd</sup> December, 2021. The chief guest was Mr. Prasanth Omanakuttan, Founder & Managing Partner, Green Era Recyclers, Coimbatore. He shared the idea behind his start-up and the success journey. He said that entrepreneurship starts with a small idea and scale up in to a large and social organization. He further insisted that threats/problems gives way for an opportunity/solution and it's the startup which generates revenue for a successful business. 67 members including students and faculty participated in the session.



**Convenor - EDC**

Convenor

Entrepreneurship Development Cell  
Sri Ramakrishna College of  
Arts and Science for Women  
Coimbatore - 641 044

**Principal**

PRINCIPAL

SRI RAMAKRISHNA COLLEGE OF  
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Coimbatore-641 044





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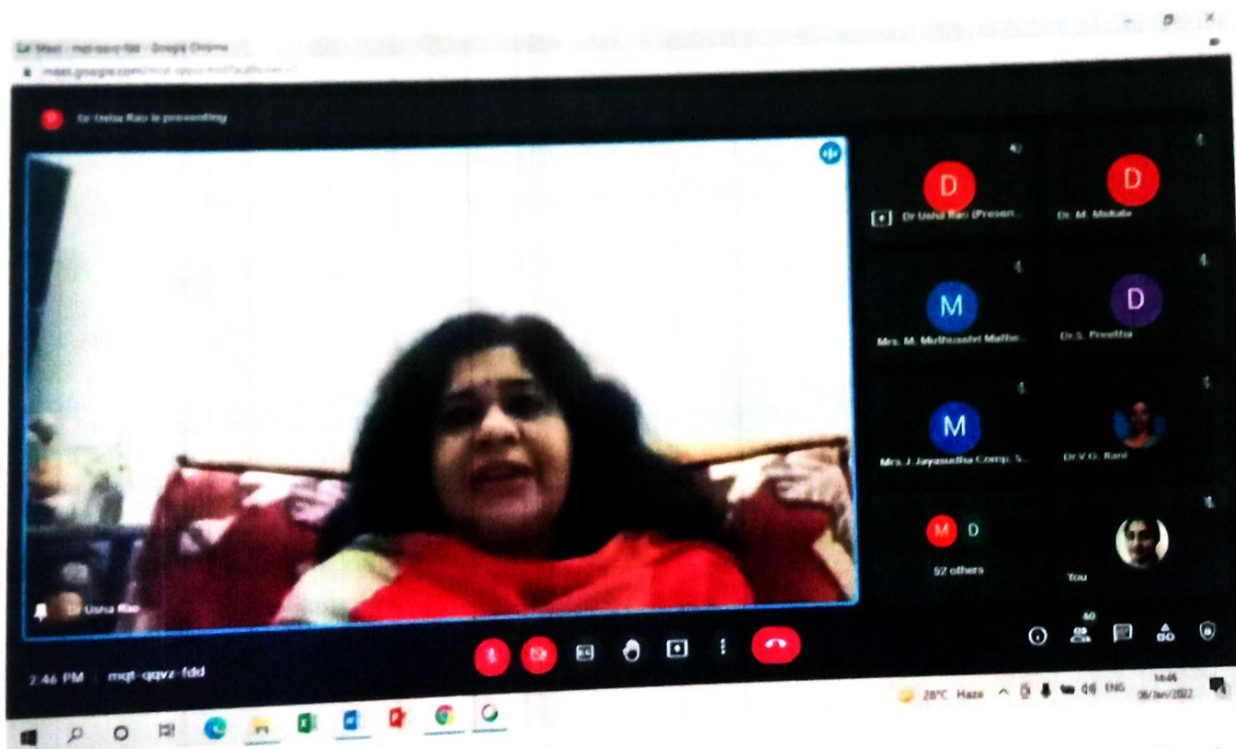


**Research and Development Cell  
&  
Department of Microbiology**


**Faculty Development Programme on IPR Awareness**


**Date: 06/01/2022**

**No of Participants: 60**



The Research & Development Cell and Department of Microbiology organized a Faculty Development Programme on "IPR Awareness". Dr.D.Usha Rao, Asst Controller of Patents & Designs, Intellectual Property Office, New Delhi was the resource person. The session highlighted the purpose of Intellectual Property Rights which encourage new creations, including technology, artwork, and inventions.

  
**HOD, Microbiology**  
Head of the Department  
Department of Micro Biology  
Sri Ramakrishna College of  
Arts & Science for Women  
Coimbatore - 641 044

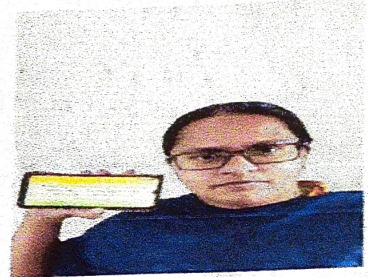
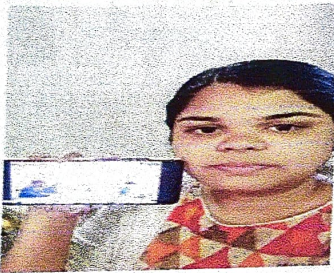
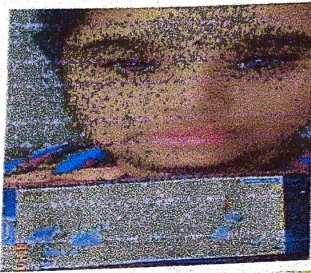
  
**R & D Coordinator**  
Research and Development Cell  
Sri Ramakrishna College of Arts & Science for Women  
Coimbatore - 641 044



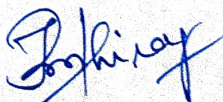
## E-SYMPOSIUM ON BUILDING INNOVATION AND ENTREPRENEURIAL ECOSYSTEM IN EDUCATIONAL INSTITUTIONS

Date: 11.01.2022

No of Beneficiaries: 108



The keynote address was given by Shri Sridhar Vembu and Shri.Gautam, Founder, FarEyePvt. The panel discussion on Innovation, Human Values, & Sustainability, and Best Innovation and Start-up Practices in HEIs were held. The program will be held virtually by the huge participation from academic institutions, schools, industry, start-ups, and the investor community more than 30 faculty and students have actively participated in these events. Prof Anil D Sahasrabudhe, Chairman, All India Council for Technical Education (AICTE) he said the Innovation week will inspire young innovators to solve the problems faced by society through constructive ideas and address upcoming challenges.

  
**IIC President**

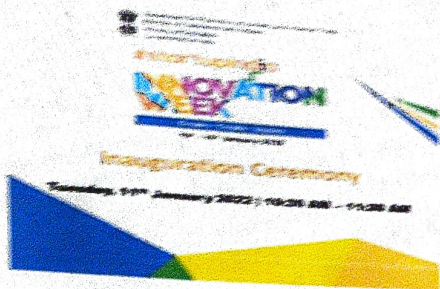
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Coimbatore- 641 044



# E-SYMPOSIUM ON BUILDING INNOVATION AND ENTREPRENEURIAL ECOSYSTEM IN EDUCATIONAL INSTITUTIONS

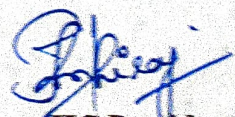
Date: 11.01.2022

No of Beneficiaries: 100



National Innovation week inspires us to work collaboratively to realize the dream of activating India 2.0. welcome address was given by Chairman, AICTE and he also appreciated the winners of the MANTHAN Hackathon. The session was addressed by Shri Anurag Jain, Secretary DPIIT, Ministry of Commerce & Industry, he said that in India currently we have 2500 Innovation Cells and an additional 5000 cell will be added in the future. He informed that 50,000 teachers serves as the ambassador for the program are for training the students which will bring a huge transformation in the education sector.

Shri Anurag Jain, Secretary, Department for Promotion of Industry and Internal Trade, Dr. Abhay Jere, Chief Innovation Officer, Innovation Cell, Ministry of Education took place in the occasion. The chief guest Shri Rajkumar Ranjan Singh also congratulated, the 75 start-ups which were identified by the Ministry of Education as part of the Azadi Ka Amrit Mahotsav celebration. These 75 start-ups of includes students and faculty who have have developed innovative technologies. The start-ups received funding to support up to Rs. 10.00 lakhs each and moreover mentoring and incubation support will also be provided in collaboration with partner agencies. The session was ended with a Vote of Thanks by Dr. Abhay Jere, CIO, MoE's Innovation Cell.

  
IIC President

Dr. D. JAYANTHI  
President

Institution's Innovation Council  
Sri Ramakrishna College of Arts & Science for Women



**E-SYMPOSIUM ON BUILDING INNOVATION AND ENTREPRENEURIAL  
ECOSYSTEM IN EDUCATIONAL INSTITUTIONS**

Date: 11.01.2022

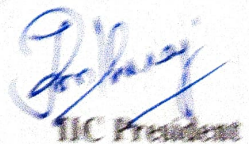
No of Beneficiaries: 100

**Sri Ramakrishna College of Arts and  
Science for Women, Coimbatore**



**'E-Symposium on Building Innovation  
and Entrepreneurial Ecosystem in  
Educational Institutions (11.01.2022)**

Shri Shri Gautam Kumar, Founder, FarEye Pvt. Ltd. will be delivering keynote address at e-Symposium on Building Innovation and Entrepreneurial Ecosystem in Educational Institutions on January 11, 2022 at 3.30 pm to 4.00 pm. He highlighted importance of transformation of research incubation in college, need of cross-talk between government and institutes, importance of IPR Education, Alumni Involvement in institutes were covered.

  
IIC President

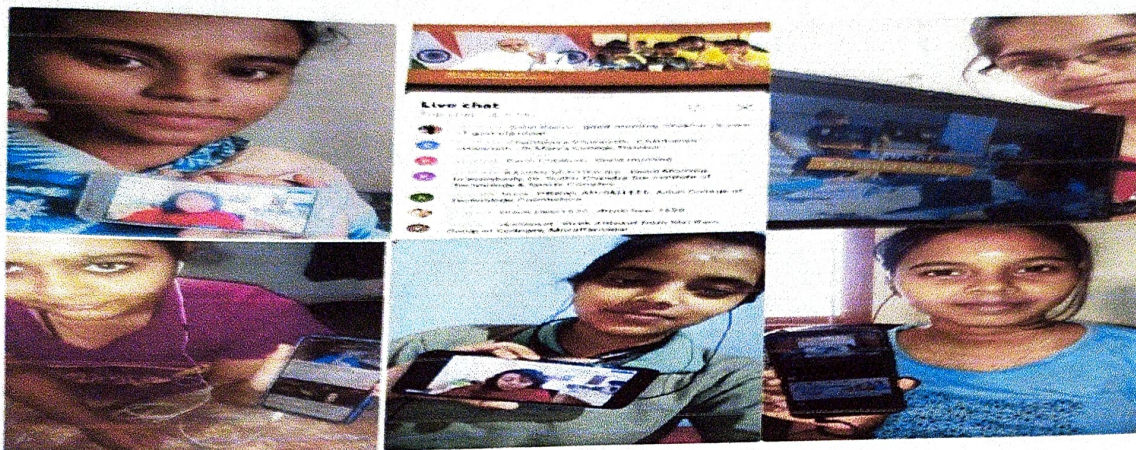
Dr. D. JAGANTHI  
President  
Institution's Inauguration Council  
Sri Ramakrishna College of  
Arts and Science for Women  
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## E-SYMPOSIUM ON BUILDING INNOVATION AND ENTREPRENEURIAL ECOSYSTEM IN EDUCATIONAL INSTITUTIONS

Date: 11.01.2022

No of Beneficiaries: 108



The second panel discussion of Day 1 topic was Best Innovation and startup practices in HEIs, which was moderated by Dr. K. Radhakrishnan, Ex-chairman, ISRO. Key insights were given by Prof. Abhay Karandikar (Director IIT Kanpur), Prof. AB Pandit (Vice Chancellor, ICT Mumbai), Shri Rajendra Ratnoo (Joint secretary DPIIT). Important topics highlighted were Transformation of research incubation in college, need of cross-talk between government and Institutes, importance of IPR Education, Alumni Involvement in institutes were covered.

  
IIC President

Dr .D. JAYANTHI  
President  
Institution's Innovation Council  
Sri Ramakrishna College of  
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Coimbatore - 041 044



## E-SYMPOSIUM ON BUILDING INNOVATION AND ENTREPRENEURIAL ECOSYSTEM IN EDUCATIONAL INSTITUTIONS

Date: 11.01.2022

No of Beneficiaries: 108



The panel discussion-I session was held on 11th January 2022, revolved around the topic Innovation, Human Values and Sustainability which was moderated by Prof. Anil Sahasrabudhe, Chairman, AICTE, highlights the building innovation system like investment, mentoring etc. and this symposium will further encourage our educational institutes to focus on building innovation eco-system within their campuses. This festival of innovation and festival of culture will pave the way for making Atmanirbhar Bharat and a 5 trillion-dollar economy as envisioned by Prime Minister Shri Narendra Modi. Various inputs were given by Shri Harshit Rathore (Co-founder & CEO, Naccarc Robotics), Shri Vikash Mittersain, (founder & Managing Director Nazara Technologies), Shri Shrikant Badve ( managing Director Badve Industries). Various important topics like misconception between innovation and invention, importance of human centric environment in organization, Reformation in education system were highlighted in the discussion.

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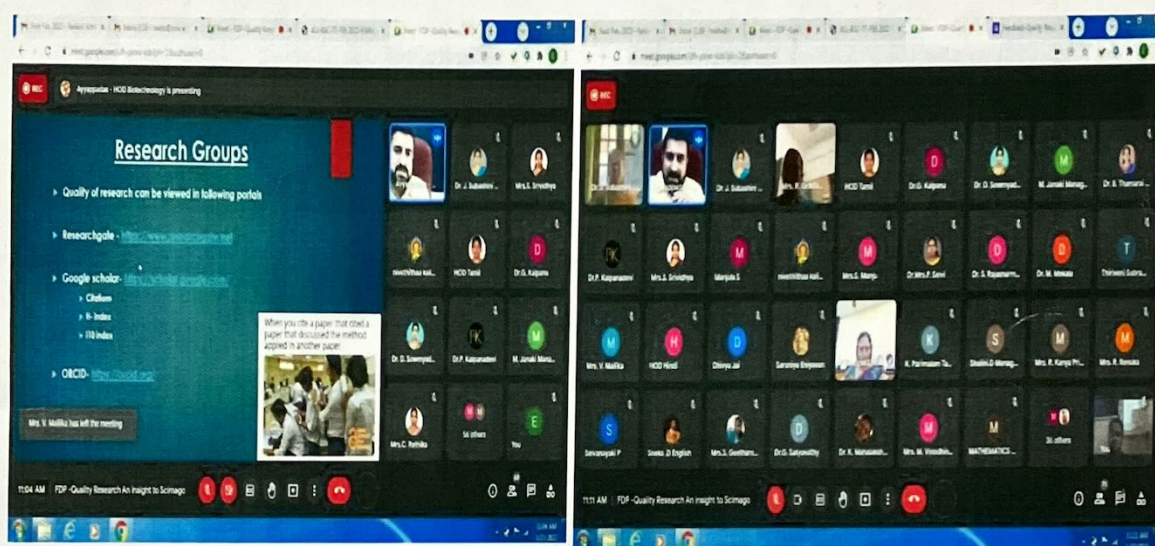


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President

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**Research and Development Cell**  
**Department of Mathematics**  
**Faculty Development Programme on**  
**Quality Research - An insight to Scimago**  
**Report**



Research and Development Cell and Department of Mathematics jointly organised a Faculty Development Programme on “Quality Research an insight to Scimago” on 27<sup>th</sup> January 2022 through google meet. Dr.M.P.Ayyappa Das, Vice Principal & IQAC Coordinator, RVS College of Arts and Science was the resource person. He addressed the faculty about the Journal Publication and citation indexed, also enlightened that SCImago Journal Rank. The faculty gained detailed knowledge about Scimago as the queries raised by them have been clarified by the resource person.

*R. Ayyappa Das*

**HoD, Mathematics**

Head of the Department  
Department of Mathematics  
Sri Ramakrishna College of  
Arts & Science for Women  
Coimbatore - 641 044

*Shashank*

**R & D Coordinator**

Research Coordinator  
Department of Microbiology  
Sri Ramakrishna College of Arts & Science for Women  
Coimbatore - 641 044



## STEP AHEAD TOWARDS STARTUP

Date: 29.01.2022

No.of Participants: 122



Institution Innovation Council and The Department of Mathematics of Sri Ramakrishna College of Arts and Science for Women conducted a session on “Step Ahead Towards Startup” on 29<sup>th</sup> January 2022 via Google meet. Mr.M.Dennis, proprietor of DRS system, Coimbatore was the Resource person. He gave tips and strategies to develop Printed Circuit Board Manufacturing, E – waste recycling to the students in order to improve their knowledge in manufacturing sector. He elucidated the procedure to choose a partner for starting startups and elaborated about various government schemes available and collateral free loans for Startups.



IIC President

**Dr. D. JAYANTHI**

President

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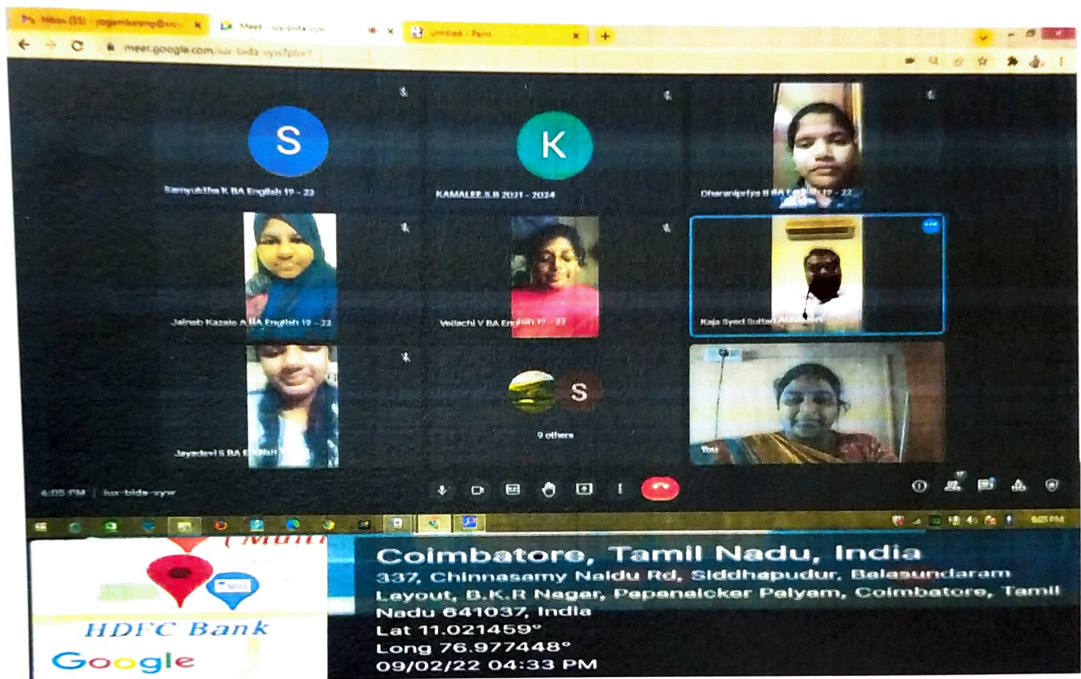
Department of English  
&  
Institution's Innovation Council

"Challenges in Entrepreneurship"


Report

Date : 09.02.2022

No. of Participants: 76



The Department of English and Institution's Innovation Council jointly organized an online session on "**Challenges in Entrepreneurship**" on 9th February 2022 at 04.00 p.m. Resource person Mr. Kaja Alaudeen, KSA Consultant, Coimbatore, handled the session on the challenges faced by women entrepreneurs. He explained the difference between Businessmen and Entrepreneur with examples and interacted with the students on how entrepreneurs think before arriving at a solution to a problem. He talked about how design thinking process can help entrepreneurs to get a clear picture of the problem and ways to convert the problem into a viable business idea. He also shared examples of startup founders who used this method to handle challenges in business.

  
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**Dr.D. JAYANTHI**  
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Institution's Innovation Council  
Sri Ramakrishna College of  
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Department of Computer Science & Institution's Innovation Cell  
Workshop on  
Design Thinking, Critical Thinking & Innovation Design

Date: 09.02.2022

No. of Beneficiaries: 86



The Department of Computer Science and Institution's Innovation Cell jointly organized online workshop on "Design Thinking, Critical Thinking & Innovation Design" on Feb 9, 2022. Dr.Mathipurani V B, Associate Professor, International Business, Vice President & Innovation Ambassador – IIC, PSG College of Arts and Science, Coimbatore was the resource person. She explained about three main Pillars of Design Thinking and importance of Entrepreneurship. She also explained how design Thinking relies on observing, with empathy, how people interact with their environments, and employs an iterative, hands-on approach to creating innovative solutions. 86 students were benefitted out of this session.

*Dr. J. Jayanthi*  
IIC President

Dr. J. JAYANTHI  
President  
Institution's Innovation Council  
Sri Ramakrishna College of  
Arts and Science For Women  
Coimbatore - 641 044

*Principal*  
Principal

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395, Sarojini Naidu Road  
Coimbatore-641 044





**REPORT ON "HOW TO MAKE A SUCCESSFUL STARTUP CAREER"**

Date: 08.02.2022

No of Beneficiaries: 82



A session was organized by Institution's Innovation Cell (IIC) through the Google meet platform on 08.Feb, 2022 at 11.00.a.m. The resource person Mrs. Senthilkumar Rajappan, interacted with the audience about the interest of students to become an entrepreneur.

He explained the need for a mission to start a small business. He focused on the importance of social media in recent years in marketing the product. He insisted on the productive usage of time and being strong with content. The resource person concluded the session by stressing the importance of planning every activity and adopting new strategies with minimum investment to become a successful entrepreneur. He gave real time examples like juicy chemistry & Vilvah Store, Coimbatore for students.

IIC President

**Dr.D. JAYANTHI**  
President  
Institution's Innovation Council  
Sri Ramakrishna College of  
Arts and Science For Women  
Coimbatore - 641 044

Principal

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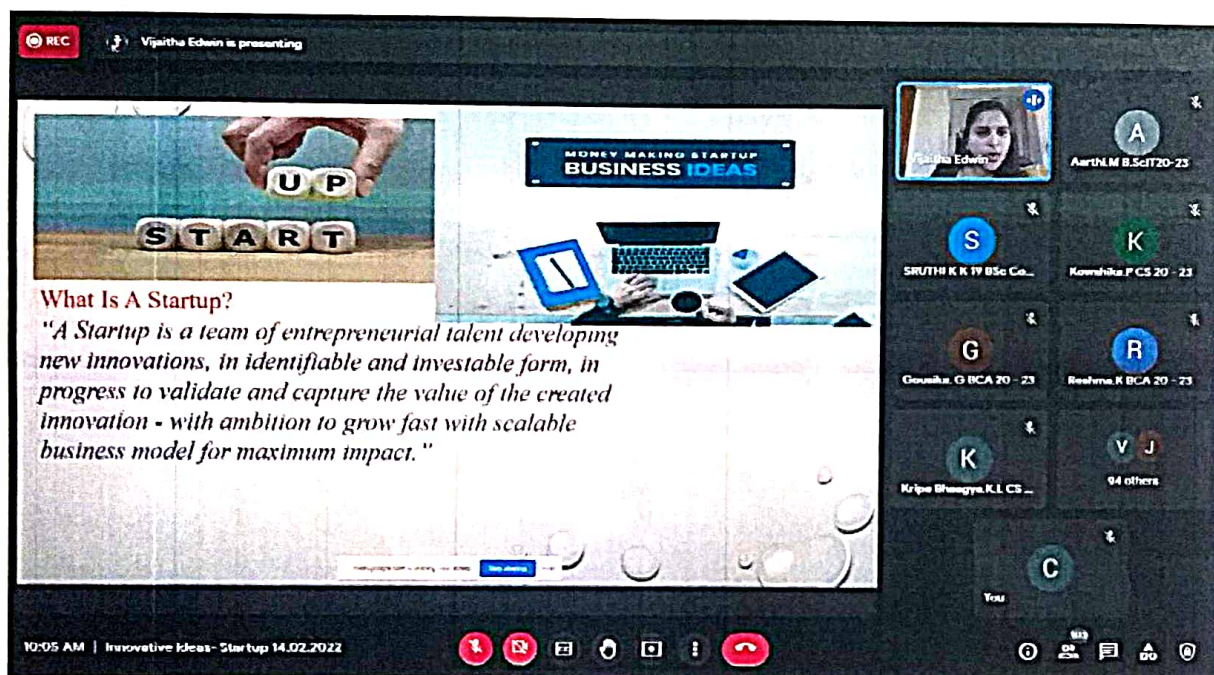


INSTITUTION'S INNOVATION CELL  
&  
DEPARTMENT OF COMPUTER SCIENCE

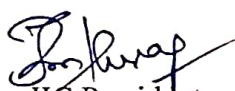
Webinar on  
Innovative Ideas-Startup

Date: 14.02.2022

No.of Beneficiaries: 113



The Department of Computer Science and Institution's Innovation Cell jointly organized webinar on "Innovative Ideas-Startup" on Feb 14, 2022. Dr.N.Vijaiatha Christy, Assistant Professor, Department of Commerce (Accounting & Finance), IIC Coordinator, PSG College of Arts and Science, Coimbatore was the resource person. She has shared some novel suggestions for beginners and also insisted our students to be more innovative to seek government funding for creative ideas. 113 students were benefitted out of this session.



IIC President  
**Dr. D. JAYANTHI**  
President

Institution's Innovation Council  
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**INSTITUTION INNOVATION COUNCIL (IIC)**

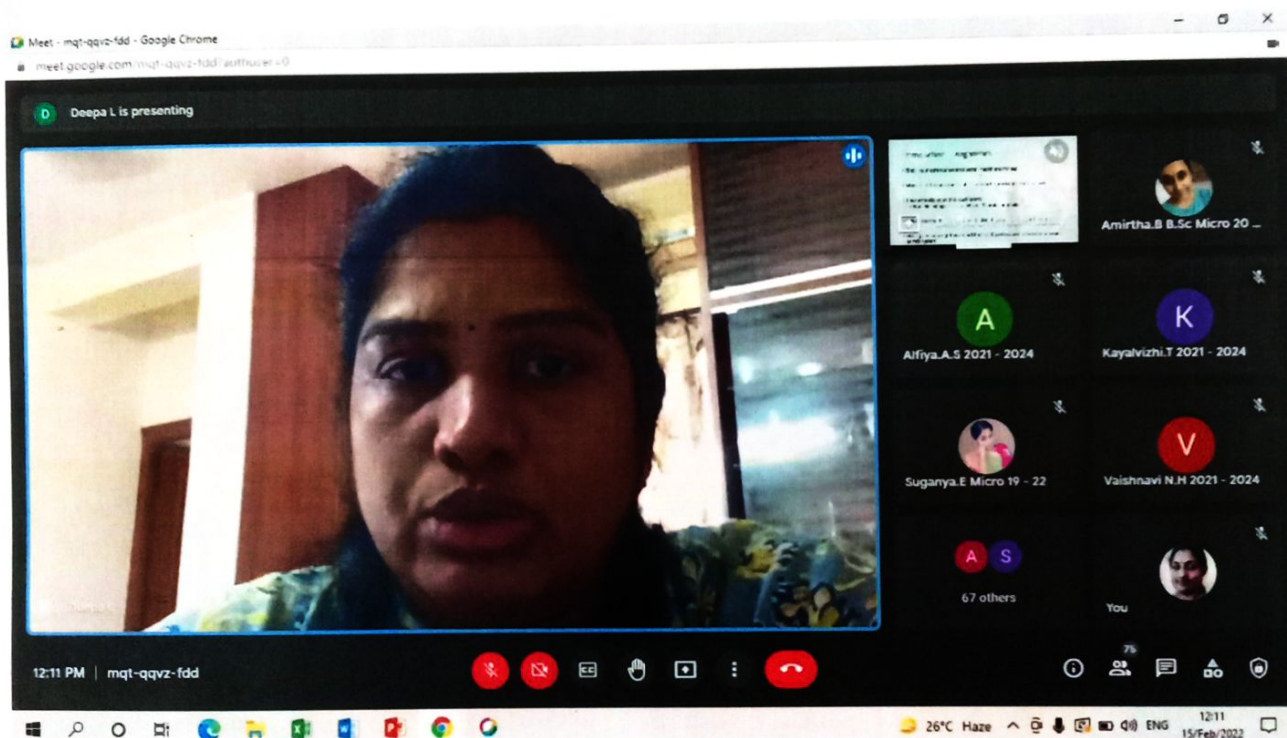
&

**DEPARTMENT OF MICROBIOLOGY**

**Innovative Approaches in Diagnosis**

**Date: 15/02/2022**

**No of Participants: 75**



Dr.T.L. Deepasankari, Consultant Clinical Microbiologist, Microbiological Laboratory Coimbatore delivered a session on Innovative Approaches in Diagnosis. The session focused on Innovations in Emerging Diagnostic Laboratory. She elucidated the role of Artificial Intelligence in Diagnosis.

  
IIC President

**Dr. D. JAYANTHI**  
President

Institution's Innovation Council  
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### **Funding Support from MSME**

**Date: 20.04.2022**

**No. of Participants: 123**

Entrepreneurship Development Cell organized a session on "Funding Support from MSME" on 20<sup>th</sup> April, 2022. The chief guest Mrs. B. Kayalvizhi, Assistant Director (Food), MSME, Coimbatore explained about the MSME policies and support schemes for startup entrepreneurs. She also elaborated about the first generation entrepreneur financial schemes and 18 steps to start a micro/small enterprise. 123 members including students and faculty participated in the session.



  
Convenor - ED Cell

  
26/4

Principal

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### **E-Talk - An Interactive Session**

**Date: 21.04.2022**

**No. of Participants: 126**

Entrepreneurship Development Cell organized "E-Talk - An Interactive Session" on 21st April, 2022. The chief guest was Mr. G. Ezhil, Managing Director - Ultimate Alloys Pvt Ltd, Coimbatore. He elaborated that unique business model and best practices are the key factors of success in a business. He also added that persistence, hard working, value addition to the products, proper planning to reach their goal pays way for an entrepreneur to achieve success. He iterated that soft skills are more important for entrepreneurs in their business journey. 126 members including students and faculty participated in the session.



*h. hootho*  
Convenor - ED Cell

*BS*  
Principal

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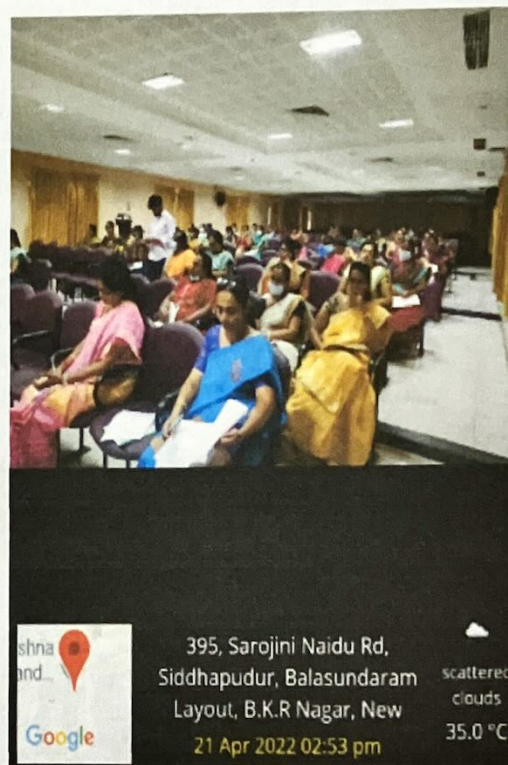
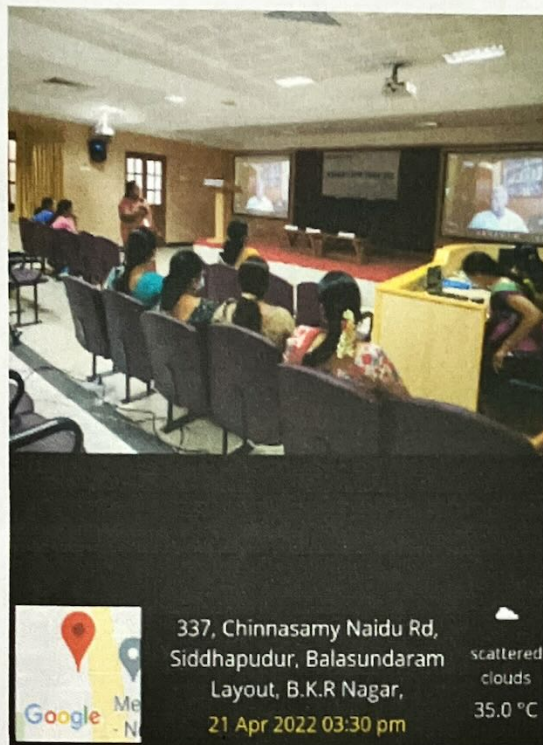


**Research & Development Cell  
&  
Department of Computer Science**

**Faculty Development Programme on Research Funding Opportunities and  
Proposal Preparation**

**Date: 21.04.2022**

**No of Faculty:65**



Research & Development Cell and Department of Computer Science organized a Faculty Development Programme on Research Funding Opportunities and Proposal Preparation. Resource Person Dr.K.Sambath Kumar, Member – ICPR, Head, Department of Philosophy, Pachiappa College ,Chennai addressed the Faculty Members. He gave valuable insights on various funding agencies and about the Proposal Preparation.

He also motivated the faculty members to apply for grants in Indian Council for Philosophical Research and gave valuable ideas for Budget Preparation. He encouraged the faculty members to apply for interdisciplinary projects. He encouraged to write proposals for Seminars, Workshops and Conferences. Faculty cleared their doubts regarding funding agencies, project proposals and collaboration. The FDP was highly informative to the faculty.

*A. Sajith*  
Prepared by

*A. Sajith*  
Approved by  
Coordinator  
Research and Development Cell  
Sri Ramakrishna College of Arts & Science for Women  
Coimbatore - 641 044



## World IPR Day Celebrations

Date :26.04.2022

No of Participants:224



IPR cell celebrated World IPR Day on 26<sup>th</sup> April 2022 by conducting various events, like expert talk, online quiz, essay writing and speech competitions. Expert talk on Intellectual Property and its importance was given by Dr.R.Renuka, IPR Coordinator & Innovation Ambassador and Mrs.N.Karthiha, Innovation Ambassador & Assistant Professor, Department of Biochemistry. Students enthusiastically participated and presented their views and knowledge on IPR through essay writing Competition on the Theme: IP and Youth Innovating for a Better Future and Speech Competition on the Theme: Role of IP in stimulating innovation and creativity among students. To motivate and encourage the students cash prizes and certificates were given to the winners of the competitions.

*Renuka R*  
IPR Coordinator

*RS*  
Principal

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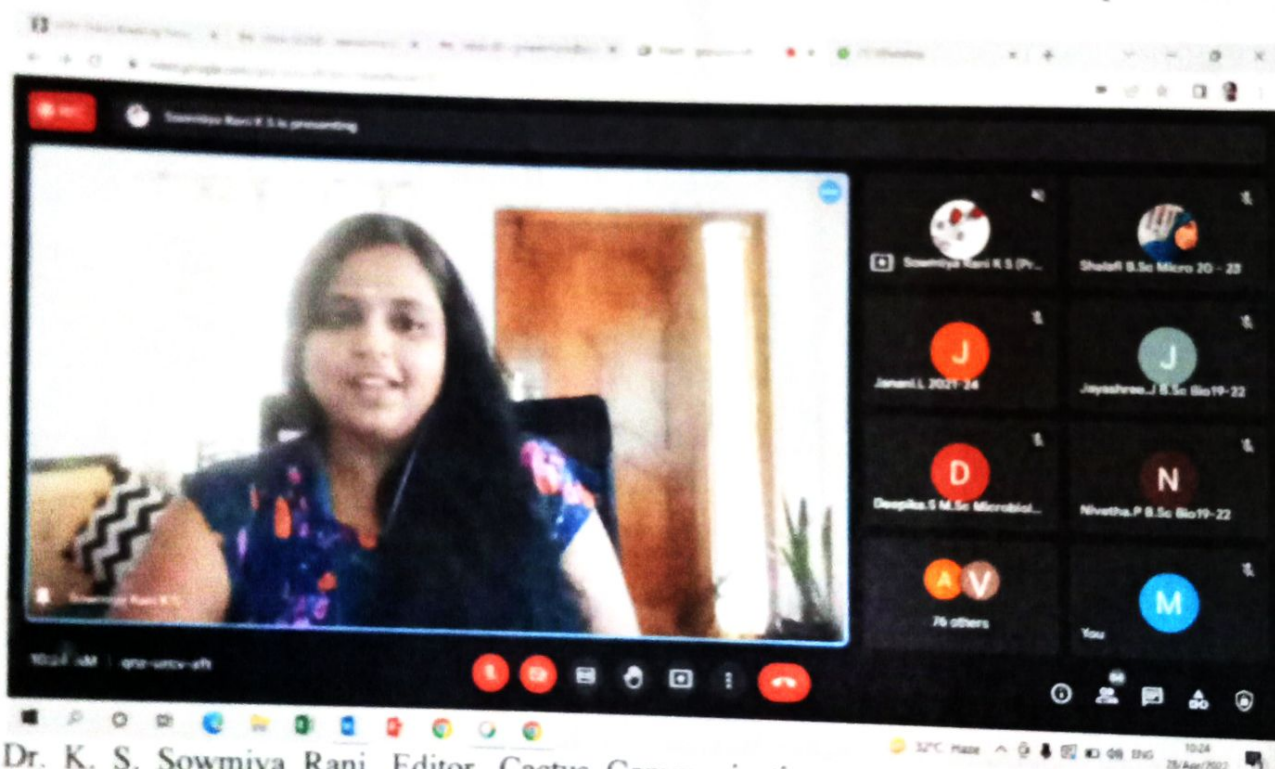
**DEPARTMENT OF MICROBIOLOGY  
&  
INSTITUTION'S INNOVATION COUNCIL (IIC)**

Session on

**INNOVATIONS IN RESEARCH**

Date: 28/04/2022

No of Participants: 84



Dr. K. S. Sowmiya Rani, Editor, Cactus Communications was the Resource Person. The speaker enlightened the participants with the Innovations in Research of the past and present, in different fields and their inputs for the current modern technology. She also focussed on the concepts of turning idea in to product and how research would help in developing an innovative product. The session also highlighted on few innovative product designs.

  
IIC President

  
Principal

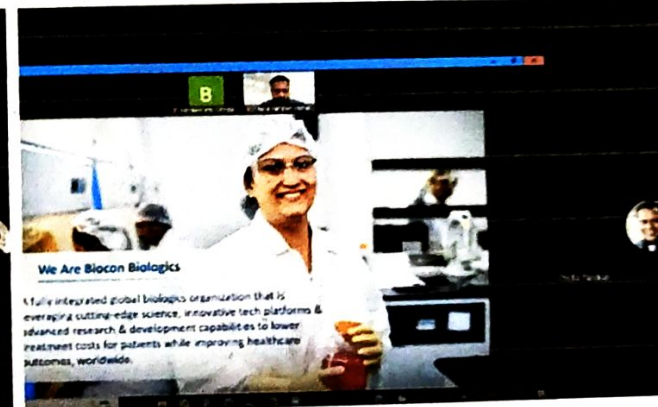
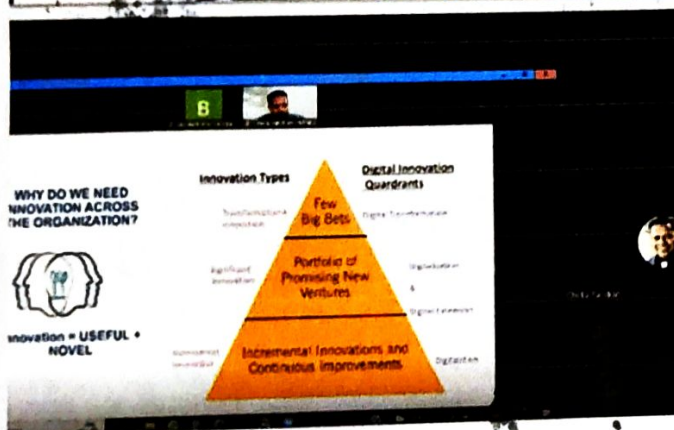
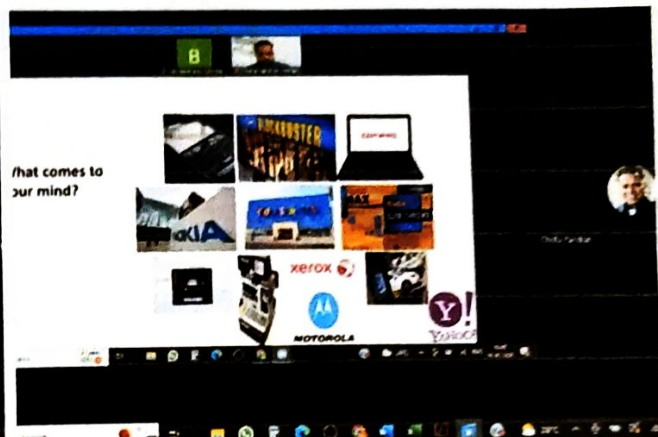
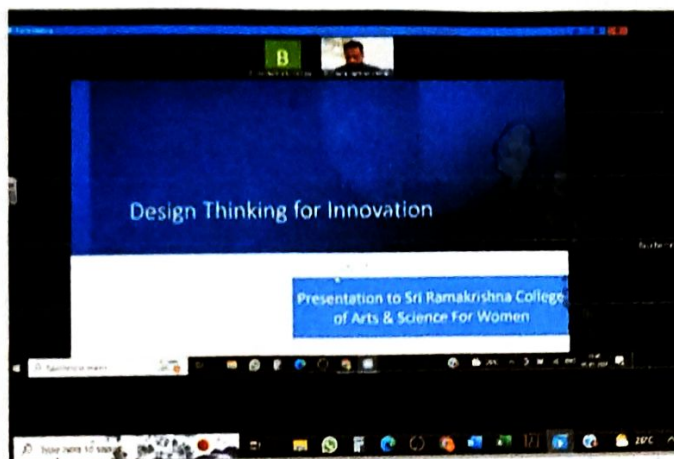
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## Design Thinking for Innovation

Date: 09.05.2022

No of Participants:53



Department of Biochemistry and Institution's Innovation Council jointly organized a session on "Design Thinking for Innovation" on 9<sup>th</sup> May 2022. Mr.Chella Pandian Pitchai, Head -Talent, Learning and Organizational Transformation, Biocon Biologics, Bengaluru , Karnataka was the resource person. He explained the types of innovation, need for innovation across organization and described case studies related to innovation. He empathized the five step process in Design Thinking. The students and the faculty members were highly inspired by the session.

*[Signature]*  
IIC President

*[Signature]*

Principal

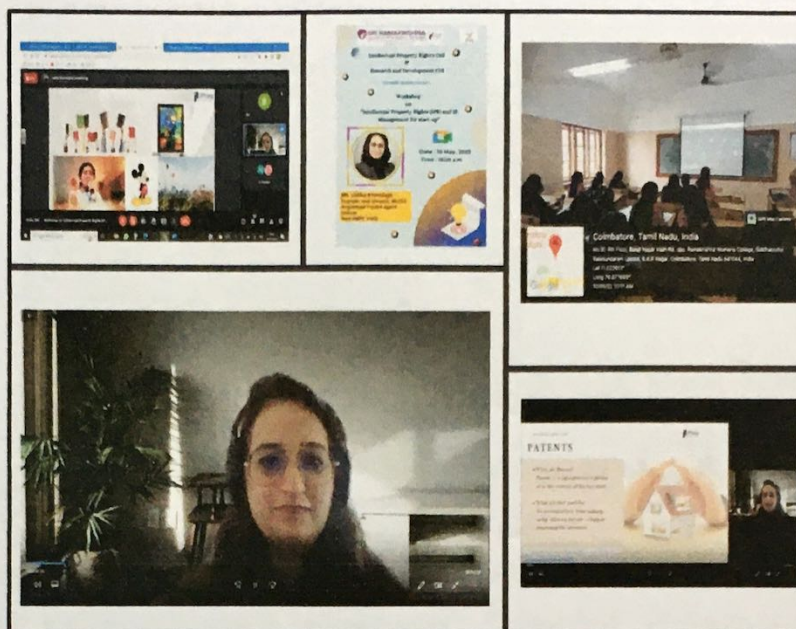
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## Workshop on Intellectual Property Rights (IPR) and IP Management for start-up

Date: 10.05.2022

No of Participants:99



Intellectual Property Rights Cell and Research & Development Cell organised a Workshop on Intellectual Property Rights (IPR) and IP Management for start-up on 10<sup>th</sup> May 2022. Ms. Latika Khanduja, Founder and Director IPLOEA, Registered Patent Agent, Lawyer, New Delhi, India, was the resource person. She gave an overview of IPR and explained about patents, copyrights, designs and trademarks. She explained the importance of IPR and laws that protect new inventions and patentable ideas by quoting various examples. She elucidated the process for obtaining patent and how patenting can increase the valuation, marketing and revenue of a company if it is licensed. The session was interactive, highly motivating and useful for the students and faculty.

*Penurka R*  
IPR coordinator

*OS*  
Principal

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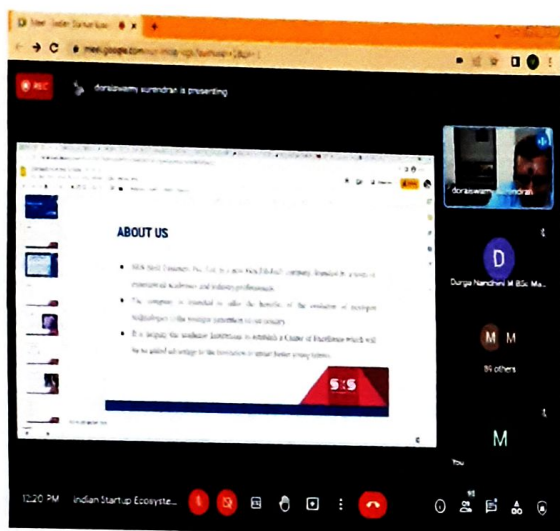
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## Indian Startup Eco System

Date: 13.05.2022

No. of Participants: 112



Institution Innovation Council and The Department of Mathematics of Sri Ramakrishna College of Arts and Science for Women conducted a session on "Indian Startup Eco System" on 13<sup>th</sup> May 2022 via Google meet. Dr.Surendran.D, CEO & Founder SKS Skill Fasteners Pvt. Ltd Coimbatore was the Resource person. He explained the process to be followed to register a startup in Government Portal. He elucidated the procedure for Startup India Blog, filing Patents and also discussed with the students to explore the nuances of all kind of Startups.

  
IIC President  
Dr. D. JAYANTHI

President  
Institution's Innovation Council  
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## Idea to Startup

**Date: 23.05.2022**

**No. of Participants: 82**

Entrepreneurship Development Cell organized "Idea to Startup" on 23<sup>rd</sup> May, 2022. The chief guest was Mrs. Priya Chandrasekar, Proprietrix, Vibha Designer Studio, (WOBEDA), Coimbatore. She shared that unique & specialized products, connecting with customers, social media connect, updating with current trends are the key factors of success in a startup. She also elaborated the various startup ideas and schemes and insisted that customers are the base of a successful business/startup. 87 members including students and faculty participated in the session.



*h. h. h. h.*  
Convenor - ED Cell

*[Signature]*

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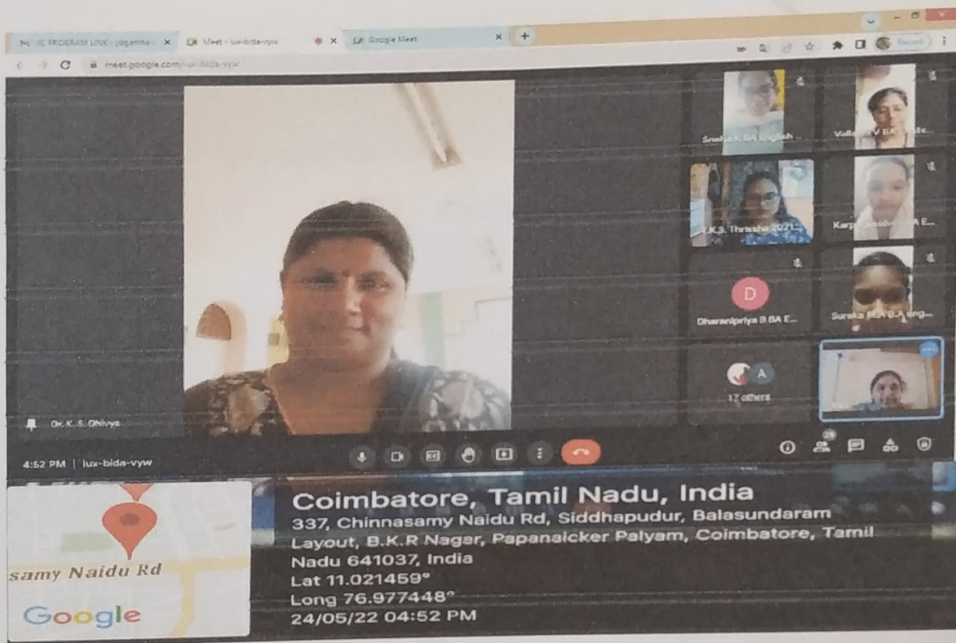


**Department of English  
&  
Institution's Innovation Council  
"Business Management Skills"**

**Report**

**Date : 24.05.2022**

**No. of Participants: 52**



The Department of English and Institution's Innovation Council jointly organized an online session on "Business Management Skills" on 24th May 2022 at 04.00 pm. Resource person Dr. K.S Dhivya handled the session and explained the various challenges and possible remedies which will benefit and bring a positive transformation among the future entrepreneurs. She imparted her views and ideas on innovation in Business management. She pointed out that one who starts their business should be centered on giving value rather than about profit. The session motivated students to think differently and interact with distinct ideas.

*[Signature]*  
IIC President

**Dr .D. JAYANTHI**  
President

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*[Signature]*  
30/5  
Principal

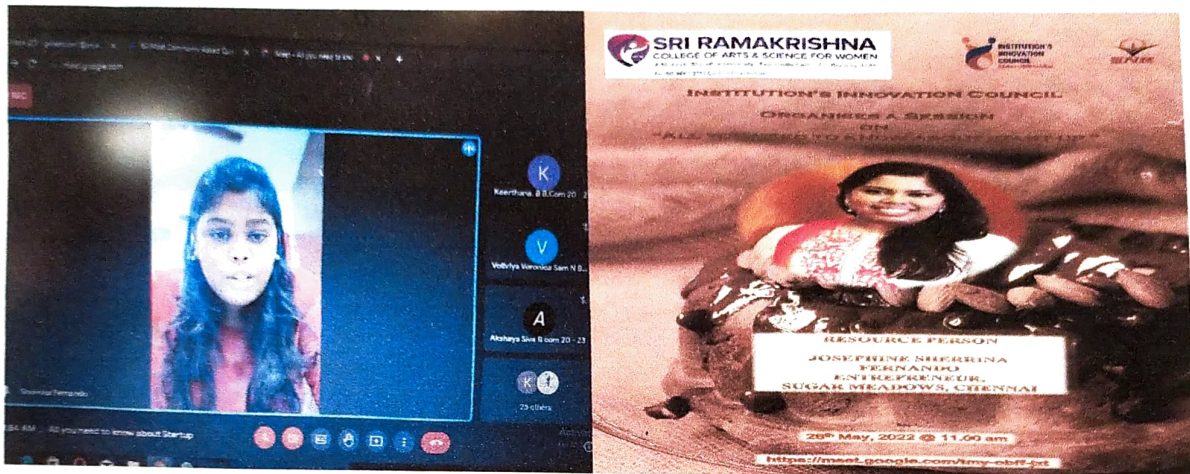
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## “All you need to know about start-up”

Date: 26.5.2022

No. of Beneficiaries: 100



Institution's Innovation cell of Sri Ramakrishna College of Arts & Science for Women have conducted a session on “All you need to know about Startup” on 26.5.2022. The guest for the session was **Mrs. Josephine sherrina Fernando**, Women Entrepreneur, Sugar Meadows, Chennai. The guest interacted with the students and gave ~~lot of~~ inputs on how to start a business from scratch. She insisted on six important tips on start-up. 1. Start with a good business Idea, 2. Conducting Research about business, 3. Write a business plan, 4. Make your own business officials, 5. Know your Finance, 6. Built your business.

She explained the need for a mission to start a small business. She focused on the importance of social media in recent years in marketing the product. She insisted on the productive usage of time and being strong with content. The resource person concluded the session by stressing the importance of planning every activity and adopting new strategies with minimum investment to become a successful entrepreneur.

  
**IIC President**

**Dr. D. JAYANTHI**  
President

Institution's Innovation Council  
Sri Ramakrishna College of  
Arts and Science For Women  
Coimbatore - 641 044



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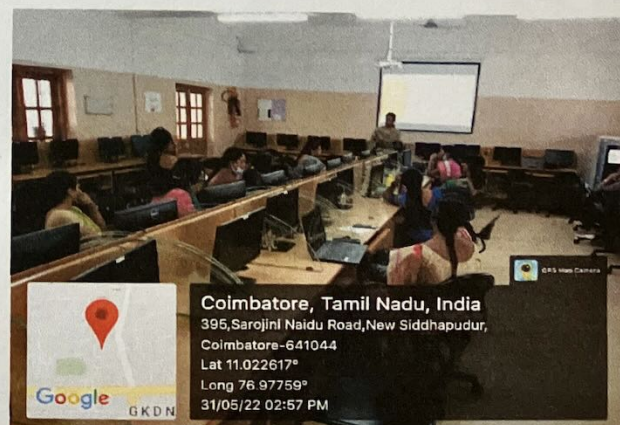
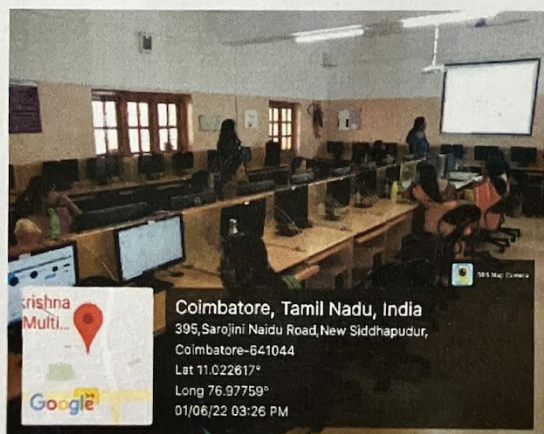
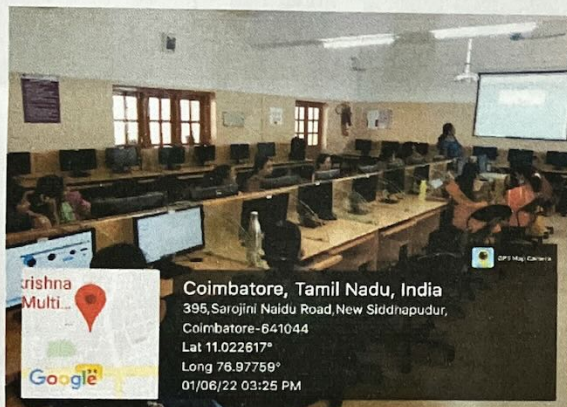
**Research and Development Cell**  
**FDP on "Insights of Digital Marketing"**

**Date: 31.5.2022-1.06.2022**

**Time :2.30pm-5.00 pm**

**No. of Beneficiaries: 17**

Research and Development cell organized a Two days FDP on "Insights of Digital Marketing" from May 31,2022-June1,2022. The Resource person of the FDP were Ms.Silvia Grace, Digital Marketing Manager and Ms.Vishnu Saranya, HR Manager-3Monks Digital. The session started with explaining about the basics of Digital Marketing and its uses. Meta Business suite was created for our college and Department facebook pages. The usage of Hash tags, Tagging and poster uploading formats were explained. Boosting a post and selecting the target audience for a post were explained. Reels and video posting in facebook was demonstrated. The session was concluded by explaining the payment process, increasing the reachability and engagement for a post or reels.



*T. S. S.*  
Prepared by

*A. S. S.*  
Approved By  
Coordinator  
Research and Development Cell  
Sri Ramakrishna College of Arts & Science for Women  
Coimbatore - 641 044