



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

Affiliated to Bharathiar University, Approved by AICTE,  
Accredited by NAAC & An ISO 9001 : 2008 Certified Institution



**ENTREPRENEURSHIP AWARENESS CAMP – 29.08.2017 to 31.08.2017**

**REPORT**

Entrepreneurship Development Cell of Sri Ramakrishna College of Arts and Science for Women, organized three days Entrepreneurship Awareness Camp, from 29<sup>th</sup> August to 31<sup>st</sup> August, 2017 at College Seminar Hall, funded by DST NIMAT, Ahmedabad. 77 life science students participated in the camp.

Mr. S. Muthuraman, Managing Director, Lakshmi Ceramics, Coimbatore was the Chief Guest for the inaugural session. Key note sessions such as, Identification of opportunities and guidance, Creativity and Idea Generation, Support and Financial Assistance from banks and government agencies, Soft skills for entrepreneurs, Success stories of Entrepreneurs were organized for the three days. The camp concluded with an industrial visit to Bioline Laboratories, Coimbatore.



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Convenor - ED Cell

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Principal

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**ENTREPRENEURSHIP AWARENESS CAMP – 07.09.2017 to 09.09.2017**

**REPORT**

Entrepreneurship Development Cell of Sri Ramakrishna College of Arts and Science for Women, organized three days Entrepreneurship Awareness Camp, from 7<sup>th</sup> September to 9<sup>th</sup> September, 2017 at College Seminar Hall, funded by DST NIMAT, Ahmedabad. 93 computer science students participated in the camp.

Mr.M.Ramakrishnan, Managing Director, Thulasi Pharmacies India Pvt, Ltd. Coimbatore was the Chief Guest for the inaugural session. Key note sessions such as, Identification of opportunities and guidance, Creativity and Idea Generation, Support and Financial Assistance from banks and government agencies, Soft skills for entrepreneurs, Success stories of Entrepreneurs were organized for the three days. The camp concluded with an industrial visit to Salzer Electricals Limited Unit II, Chinnamathampalayam, Coimbatore.



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**Faculty Development Programme On Collaborative Research**

**October 27, 2017**

The Research and Development Cell organised a Faculty Development Programme on the theme "Collaborative research", on October 27, 2017. Chief guest for the programme was Dr.R.Rajendran, Associate Professor, Department of Microbiology, P.S.G. College of Arts and Science, Coimbatore. He emphasized the importance of collaborative research. The session was highly informative and motivating for the faculty involved in research. Guidelines were given for the faculty to take up collaborative research which are of imperative importance for the development of research society, public and also scientific community.



*Research Co-ordinator*

**Research Co-ordinator**

*Principal*

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## “ANUBHAV” – An experience sharing session – 13.12.2017

### REPORT

Entrepreneurship Development Cell of Sri Ramakrishna College of Arts and Science for Women, organized “ANUBHAV” – An experience sharing session on 13.12.2017. Mr. S. Anbu Chelvan, CEO & Co-Founder, Chocko Chozo, Coimbatore was the chief guest for the function. The chief guest shared his experiences and the obstacles he faced in his business. He said that dedication, involvement, customer priority and quality of the products are the focus areas for a successful entrepreneur. 82 students participated in the session.



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## Entrepreneurial Development Cell

### KCal Startups – Hands on Training – 28.12.2017 – Report

Entrepreneurial Development Cell of Sri Ramakrishna College of Arts and Science for Women had organized a Hands on Training work shop on “KCal Startups” on 28<sup>th</sup> December, 2017. Principal Dr. K. Chitra presided over the function. 66 students participated in the event.

The Guest of honor for the workshop was Ms. Prabhanchana Ganeshan – CEO & Director, The Urban Salad, Coimbatore. She encouraged students to start up their own business in a small scale and motivated them by telling her own life experiences. She emphasized on the importance of identifying target customers, price fixing and customization.



  
Convenor - ED Cell

  
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**Entrepreneurship Development Cell**

**IDEATION – 20.01.2018 – Report**

Entrepreneurship Development Cell of Sri Ramakrishna College of Arts & Science for Women, organized IDEATION , an idea generation session on 20<sup>th</sup> January, 2018. The chief guest Mr. P.Srinivasan, Entrepreneurship Consultant, Chennai emphasized that looking at things from a different angle is the first step to innovation and invent new solutions. He also insisted students to concentrate on market demand and need, skill set of the entrepreneur and discover new sustainable business opportunities. A brain storming session was conducted and the students came out with innovative ideas. 73 students participated in the event.



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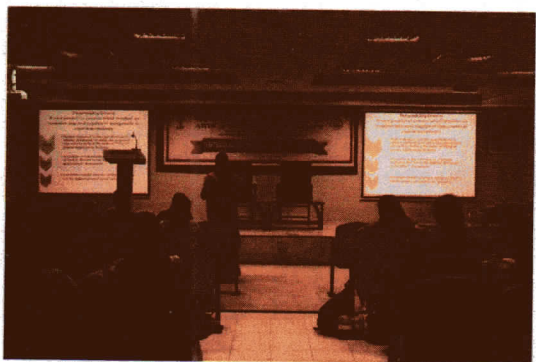
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**Peer learning Session – Patents and Copy rights, 22<sup>nd</sup> January 2018**

Internal Quality Assurance Cell organized a peer learning session on the theme “Patents and Copy rights” on 22<sup>nd</sup> January 2018. Mrs.R.Renuka, Assistant Professor, Department of Biochemistry shared her knowledge by giving an overview of intellectual property rights (IPR). She gave an insight into the key elements of IPR like patents, the monopoly rights given to the inventor and copy rights granted to protect the original works of authors. The session was interactive and created awareness on the importance of Intellectual Property Rights and its protection. The session was beneficial for the entire faculty involved in research.



  
IQAC Coordinator



Principal

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**Faculty Development Programme on “Conceptualizing Hypotheses –  
Developing the same towards a Competitive Proposal for Research Funding”-  
23<sup>rd</sup> January 2018**

The Research and Development Cell organized a Faculty Development Programme on 23<sup>rd</sup> January 2018. Dr.C.V. Moorthi Pichumani, DST INSPIRE, Faculty and Associate Professor, Department of Nano science and Technology, Sri Ramakrishna Engineering College addressed the gathering on the topic “Conceptualizing Hypotheses – Developing the same towards a Competitive Proposal for Research Funding”. He briefed on the pre - requisites for the successful proposal writing for obtaining funds from various agencies and also gave an insight on process of checking for plagiarism. The session was very interactive with many activities viz., word building, discussion etc.



  
**Research Coordinator**

  
**Principal**

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**Entrepreneurship Development Cell**

**Business Plan Preparation on 25.01.2018 - Report**

Entrepreneurship Development Cell of Sri Ramakrishna College of Arts and Science for Women, organized Business Plan Preparation session on 25<sup>th</sup> January, 2018. The chief guest Mr. V. Devaraj, Chartered Accountant & Director, VL Institute of Management Sciences, Coimbatore emphasized the importance of preparing Business plan preparation, the steps in preparing business plan, process, legal and statutory documents required for starting a new business. 58 students participated in the event.



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**Entrepreneurship Development Cell**

**Vaniga Vaibhav' 18 - Press Report**

Vaniga Vaibhav' 18 - A trade fair by the students was organized on 9<sup>th</sup> February, 2018 at Sri Ramakrishna College of Arts and Science for Women by the Entrepreneurship Development Cell with about 42 stalls of srcw students and 25 stalls from other colleges, entrepreneurs, alumni displaying various products.

Dr. K. Chitra, Principal of the college insisted that the trade fair is a platform for the students to exhibit their entrepreneurship skills and to instil real time knowledge. Mrs. Vanaja Ramaraj, Partner – Fluid Trans, Convener Women Entrepreneur Bazaar, FICCI Ladies Organization, Coimbatore Chapter inaugurated the event. The stalls included food courts with organic food items, accessories with fashion jewellery stalls, footwear, mehendi and textiles along with fun games.



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