



## Session on Intellectual Property Rights and Art of Thesis Writing

16<sup>th</sup> July 2019

Research and Development cell organized a PG Induction programme on the theme Intellectual Property Rights and Art of Thesis Writing on 16<sup>th</sup> July 2019 at our college. Dr. Ponpandian, Associate Professor, Department of Nanoscience, Bharathiar University was the resource person. He shared his knowledge and ideas on Intellectual Property Rights, Journal and thesis writing. The session was interactive and inspiring to PG students and research scholars.



Research Coordinator

Principal

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“ANUBHAV” – An experience sharing session – 24.09.2019

REPORT

Entrepreneurship Development Cell of Sri Ramakrishna College of Arts & Science for Women, organized “ANUBHAV” – An experience sharing session on 24.09.2019. Dr. A. Priya Dharshini, Proprietor, Pranav Traders, Udumalpet, was the chief guest for the function. The chief guest said that students should come up with innovative ideas for a startup. To be successful, entrepreneurs should keep on improvising their process. She also emphasized that uniqueness, timing, competition and team working are the other core competencies. 152 students participated in the session and had an interaction with the chief guest.



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Convenor - ED Cell

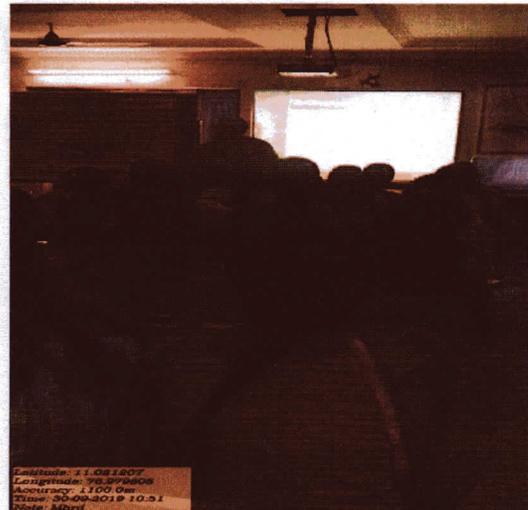
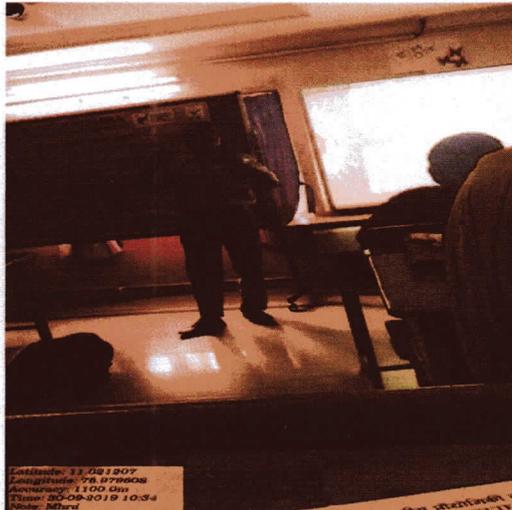


Principal

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**Session on Entrepreneur- A Charm or Pain on 30<sup>th</sup> September 2019**

Research & Development Cell and Innovation club of our college conducted a session on "Entrepreneurship" by Mr. Karthikeyan Jawahar - Director of Karma Innovation & Solutions Pvt Ltd. He quoted about key components of business start up and also implanted information on various Funding agencies and Government organisations for young entrepreneurs. He shared his experience and works under NIT TRICHY, DSIR & TDB grants. By his speech the students attained a clear vision on Entrepreneurship.



  
Research Co-ordinator

  
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## Three Days Workshop on “Statistical Tools and Application in Research

20.11.2019 to 22.11.2019

Three days workshop was organised by the Research and Development Cell and Department of Commerce, of our college on the topic “Statistical Tools and application in Research”. The faculty members and Research Scholars from various departments participated in the workshop.

On 20<sup>th</sup> November Professor R. Gokilamani Head, Department of Mathematics expounded the basic statistical concepts and tools to the audience. On day two, Dr.R.Mary Metilda Professor & Head, Business School from SREC shared and illumined the theoretical portion of Research such as Population, Sampling, Sampling methods, selection of sample size from the population and different tools used for analysis. On 22<sup>rd</sup> November 2019 Dr.B.SriPirabaa, Associate Professor, Department of Management, PSGR Krishnammal College for Women explicated Multi Variate Analysis and its usage in Social Science Research. Hands on training was given to participants.



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**ENTREPRENEURSHIP AWARENESS CAMP – 11.12.2019 to 13.12.2019**

**REPORT**

Entrepreneurship Development Cell of Sri Ramakrishna College of Arts & Science for Women, organized three days Entrepreneurship Awareness Camp, from 11<sup>th</sup> December to 13<sup>th</sup> December, 2019 at College Seminar Hall, funded by DST NIMAT, Ahmedabad. 94 life science students participated in the camp.

Mrs. R. Mathangi Devi, Business Associate, Titan Eye Plus, Saibaba Colony, 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 Aavin Milk Company, Pachapalayam, Coimbatore.



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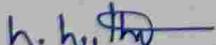
**ENTREPRENEURSHIP AWARENESS CAMP – 02.01.2020 to 04.01.2020**

**REPORT**

Entrepreneurship Development Cell of Sri Ramakrishna College of Arts & Science for Women, organized three days Entrepreneurship Awareness Camp, from 2<sup>nd</sup> to 4<sup>th</sup> January, 2020 at College Seminar Hall, funded by DST NIMAT, Ahmedabad. 81 computer science students participated in the camp.

Mrs. Sudha Purushothaman, President, Women Business Enterprise Development Association (WOBEDA), 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 Amphisoft Technologies (E-Box Academy), Coimbatore.



  
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**Entrepreneurship Development Cell**

**Vaniga Vaibhav' 2020 - Report - 10.01.20**

Vaniga Vaibhav' 20 - A trade fair by the students was organized at Sri Ramakrishna College of Arts & Science for Women by the Entrepreneurship Development Cell with about 70 stalls 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.

Dr. Aishwarya Arjun, Co-Chair, Young Indians, Coimbatore Chapter, inaugurated the event. Dr. K. Chitra, Principal of Sri Ramakrishna College of Arts and Science for Women presided over the event. Mrs. G. Geetha, Convenor and Co-ordinators of the Entrepreneurship Development Cell were also present. The stalls included food courts with organic food items, accessories with fashion jewellery stalls, footwear, mehendi and textiles along with fun games. 130 students participated in the event and benefited.



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“E- TALK” – 03.02.2020

REPORT

Entrepreneurship Development Cell of Sri Ramakrishna College of Arts & Science for Women, organized “E-TALK” on 03.02.2020. Ms. Ishana Ismail, Proprietor, Ana Creations, Coimbatore was the chief guest for the function. The chief guest shared the idea and need behind her business. She also insisted that problems should be identified and the solution to the problems are the startups, team working, customer focusing and marketing are the core part of the business. 210 students participated in the session and had an interaction with the chief guest to gain practical knowledge.





Convener - ED Cell



Principal

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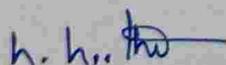
**ENTREPRENEURSHIP DEVELOPMENT CELL**

**ENTREPRENEURSHIP AWARENESS CAMP – 13.02.2020 to 15.02.2020**

**REPORT**

Entrepreneurship Development Cell of Sri Ramakrishna College of Arts & Science for Women, organized three days Entrepreneurship Awareness Camp, from 13<sup>th</sup> to 15<sup>th</sup> February, 2020 at College Seminar Hall, funded by DST NIMAT, Ahmedabad. 96 students participated in the camp.

Mrs. P. W. Reni Auxiliya, Co Founder - Momade Cuisines, & Playworkz Coworking Space, 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 Deccan Industries, Coimbatore.



Convenor - ED Cell



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## Faculty Development Programme on Academic Services @ Inflibnet- UGC

6<sup>th</sup> March 2020

In Association with Library, the Research and Development Cell of our College organized a Faculty Development Programme on Academic Services @ Inflibnet- UGC. Mr. Raja Visvanathan, Scientist- B (Computer Science) at INFLIBNET Centre, An IUC of University Grants Commission, Gandhinagar, Gujarat was the chief guest. He gave detailed and valuable information regarding Inflibnet usage, E-Resources, shodhganga, e-pathshala, journal access, citation index and impact factor. He also insisted on the importance of faculty registering their profile in Vidwan and Orcid database. The session was interactive and highly beneficial for the entire faculty involved in research.



*Meetha*

Research Coordinator

*Principal*

Principal

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**ENTREPRENEURSHIP DEVELOPMENT CELL**

**“BUSINESS PLAN COMPETITION” – 10.03.2020**

**REPORT**

Entrepreneurship Development Cell of Sri Ramakrishna College of Arts & Science for Women, conducted “BUSINESS PLAN COMPETITION” on 10.03.2020. Ms. Shruthi Suresh, Founder – Momolicious & Southerntic, Coimbatore was the chief guest for the event. 12 teams participated in the event and exhibited their business ideas and few prototypes of their products. The chief guest motivated the participants to create new products and services and try to win the competitive market, insisting on the need for new startup ventures.



Convenor - ED Cell

Principal

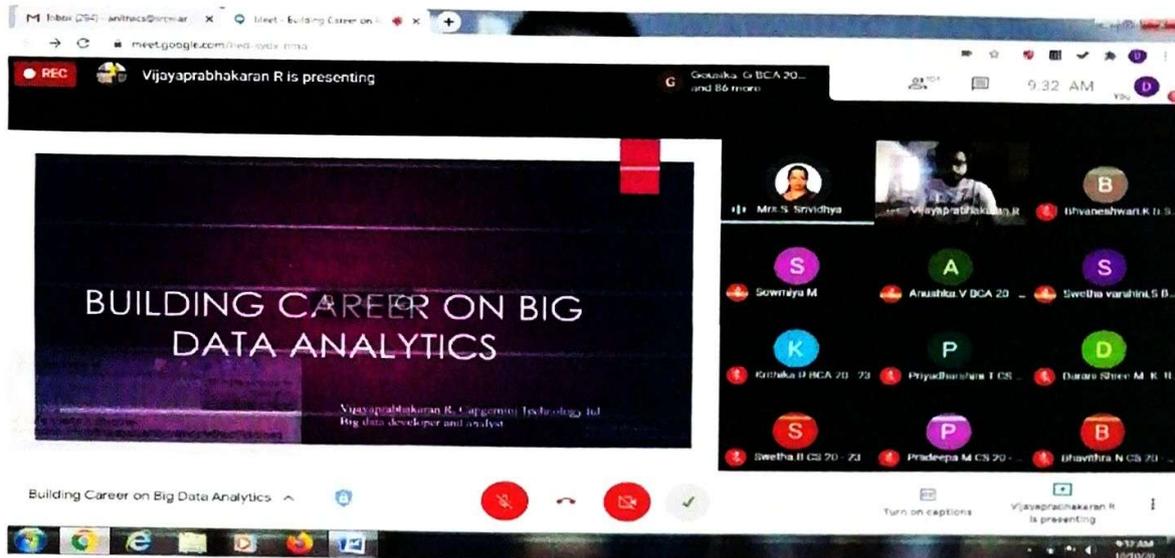
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**Scope of Research in Big Data Analytics**

Date: 10.10.2020

No.of Participants: 115



Resource person Mr. R. Vijayaprabhakaran, Big Data Developer and Analyst, Capgemini Technology Ltd., shared his knowledge about Scope of Research in Big Data Analytics with first year students of computer science department through Google meet on 10.10.2020. He gave an introduction about big data and its usage in industry level. Also he gave an idea of Apache Software foundation and explained an overview of Apache Spark an open source distributed cluster computing framework with real time use case in it. Also he pointed out to be a big data analyst, he / she need to be very comfortable with the coding (like Java, Scala and Python), Data Warehousing, Computational Framework, Quantitative Aptitude & Statistics and Business Domain knowledge. He motivated the students by specifying the upcoming career opportunities in data analysis. Finally he completed with the difference between big data analytics and data scientist.

  
**IIC President**

**Dr. D. JAYANTHI**  
President  
Institution's Innovation Council  
Sri Ramakrishna College of  
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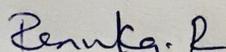
**Session on “Identifying Intellectual Property Component at the  
early stage of Innovation”**

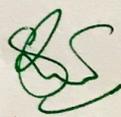
**Date: 20.11.2020**

**No of Participants: 135**



Research and Development cell and Institution Innovation Council jointly organized a You tube live Session on “Identifying Intellectual Property Component at the early stage of Innovation” on 20<sup>th</sup> November 2020. LION PRABHUNARAIN. S, IPR CONSULTANT, Director & Head, Intellectual Property Rights (IPR) and Technology Development, Division of Gagnant Financial & Legal Consultants LLP was the resource person. He gave an insight on IPR and about innovation and ideas. He insisted the importance of IPR and also how to identify the IP component that can be patented. He also explained about copy right, design, logo and trademark in the innovation. His speech was highly motivating to the young minds like students, research scholars and faculty who involve in research and innovation.

  
IPR Coordinator

  
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**ENTREPRENEURSHIP DEVELOPMENT CELL**

**ANUBHAV (An Experience Sharing Session)**

**Date: 25.11.2020**

**No. of Participants: 148**

ANUBHAV (An Experience Sharing Session) was organized on 25<sup>th</sup> November, 2020. The chief guest was Mrs. Ruckmani Krishnan, Proprietor - Tejaswi Garments & Secretary WOBEDA, Coimbatore. The chief guest shared her experience and the obstacles faced in her business. She explained about the financial assistance and supports which MSME and other government agencies are offering for the women entrepreneurs. She motivated students to come up with innovative ideas and emphasized that one must follow the passion for attaining success in their entrepreneurial journey. 137 students and 11 faculty participated in the session.

**SRI RAMAKRISHNA**  
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**Entrepreneurship Development Cell**  
&  
**Institution Innovation Cell**

cordially invites you for

**ANUBHAV**  
(An Experience Sharing Session)

**Mrs. Rukmani Krishnan**  
Proprietor, Tejaswi Garments  
Secretary - WOBEDA  
Coimbatore

25-11-2020 3.00 pm - 4.00 pm Via - Googlemeet

Rukmini Krishnan

*h. ho. the*  
**Convenor - ED Cell**

  
**Principal**  
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**ENTREPRENEURSHIP DEVELOPMENT CELL**

**MY STORY (Motivational Session by Successful Innovator)**

**Date: 27.11.2020**

**No. of Participants: 135**

My Story (Motivational Session) was organized on 27<sup>th</sup> November, 2020. Mr. Selvakumar Varadharajan, Chief Executive, VilFresh - Laymen Agro Ventures Private Limited, Coimbatore emphasized the need for innovation and entrepreneurship among the students. He also explained about the opportunities, startup ideas and the need for having micropreneurs in the agricultural sector. He motivated students to focus on the marketing, financial planning, logistics and hard work to become successful entrepreneurs. 135 participants including faculty and students attended the session.

The screenshot displays a Google Meet interface. On the left, an invitation card reads: 'Entrepreneurship Development Cell & Institution Innovation Cell cordially invites you for My Story (Motivational Session by Successful Innovator)'. It features a photo of Mr. Selvakumar Varadharajan, Chief Executive of VilFresh - Laymen Agro Ventures Private Limited Coimbatore, and lists the date as 27-11-2020 at 3:00 PM via Google Meet. On the right, a video feed shows Mr. Selvakumar Varadharajan speaking. Below the video, a presentation slide titled 'Creating Micropreneurs' is visible, with sub-sections: 'Factory To Home', 'Dairy Plus Unit', 'Milk Based Baking Unit', and 'Zero' (with sub-points: Chemical/Preservative, Logistics, Marketing, Wastage/Returns).

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**Convenor - ED Cell**

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**Design Thinking Workshop**

**Date:02.12.2020**

**No. of Participants:119**

Institution Innovation Cell and Department of Business Administration jointly conducted a workshop on the Topic “Design Thinking” on 2.12.2020. The Chief Guest for the session Mr. Vibin Baburajan, Digital Marketing at Freshwork Inc, Chennai gave an introduction about Design Thinking approach and phases involved. The importance of design thinking in business and the use of the same for problem solving was highlighted. The approaches to solve problems creatively like designers was elaborated. Finally live problems and solutions were discussed during the session. 119 participants including faculty and students attended the session.



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Institution Innovation Cell  
&  
Department of Business Administration

Cordially invite you all for the

**WORKSHOP ON DESIGN THINKING**

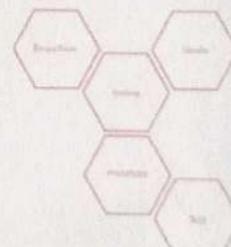
Mr. Vibin Baburajan  
Digital Marketing At Freshworks Inc/  
Chennai

02.12.2020 - Wednesday 1.00pm via - Google Meet



**Design Thinking framework & its actionable parts**

How to approach  
problems creatively,  
like designers do.



*[Signature]*  
IIC President

*[Signature]*

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

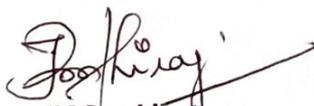
**Workshop on Problem Solving and Ideation**

**Date: 10/12/2020**

**No of Participants: 100**



A workshop on Problem Solving and Ideation was organized as an effort to initiate students to think out of the box in consonance with the need to develop new ideas for practical solutions to their problems. Dr. Mathipurani.V, Program Coordinator, PSG HUB was the resource person. She gave an insightful peep into the ways of thinking and doing things differently with apt illustrations and examples.

  
**IIC President**



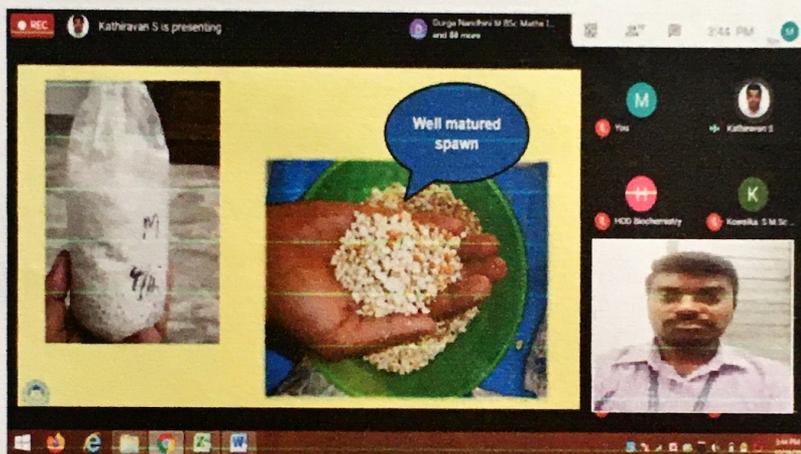
**Principal**

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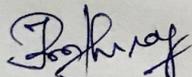
## Session on “Mushroom Cultivation - Creating Bio Agro Entrepreneurs”

**Date: 16.12.2020**

**No of Participants: 100**



Institution’s Innovation Council and Department of Biochemistry organized an Online Session on “Mushroom Cultivation - Creating Bio Agro Entrepreneurs” on 16<sup>th</sup> December 2020. Dr. S. Kathiravan, Assistant Professor, Department of Biochemistry, Dr.N.G.P. Arts and Science College, Coimbatore was the Resource person. He emphasised on the nutritional values and medicinal facts of edible mushrooms. He explained about the mushroom cultivation and its economics and how it serves as one of the most profitable agri-businesses. His speech was highly valuable, motivating and beneficial for the students who aspire to become entrepreneurs in future.

  
IIC President

**Dr .D. JAYANTHI**  
President  
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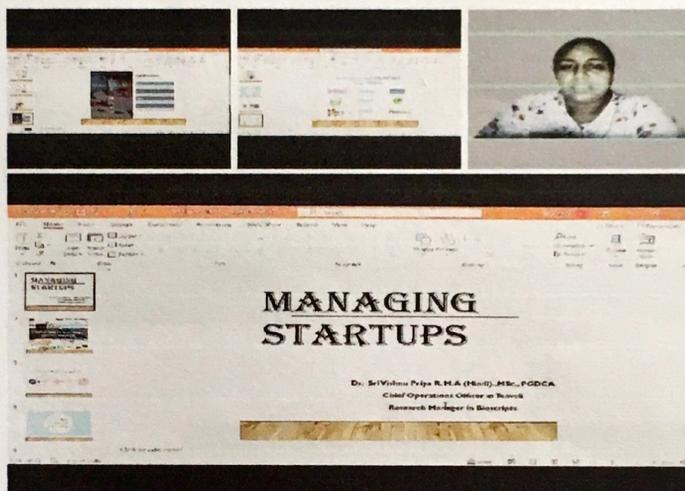


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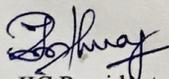
## Session on “Managing Start ups”

**Date: 17.12.2020**

**No of Participants: 89**



Institution’s Innovation Council and Department of Biochemistry organized an Online Session on “Managing Start ups” on 17<sup>th</sup> December 2020. Mrs. R. Vishnu Priya, Chief Operations Officer-Teaveli and Manager-Research Bioscripts Company was the Resource Person. She gave an insight about the strategies and components of innovation, technology and passion to start new businesses. She also elaborated the aspects which has to be looked into to avoid failures in start up business. Her speech was highly inspiring and motivating to the students.

  
IIC President

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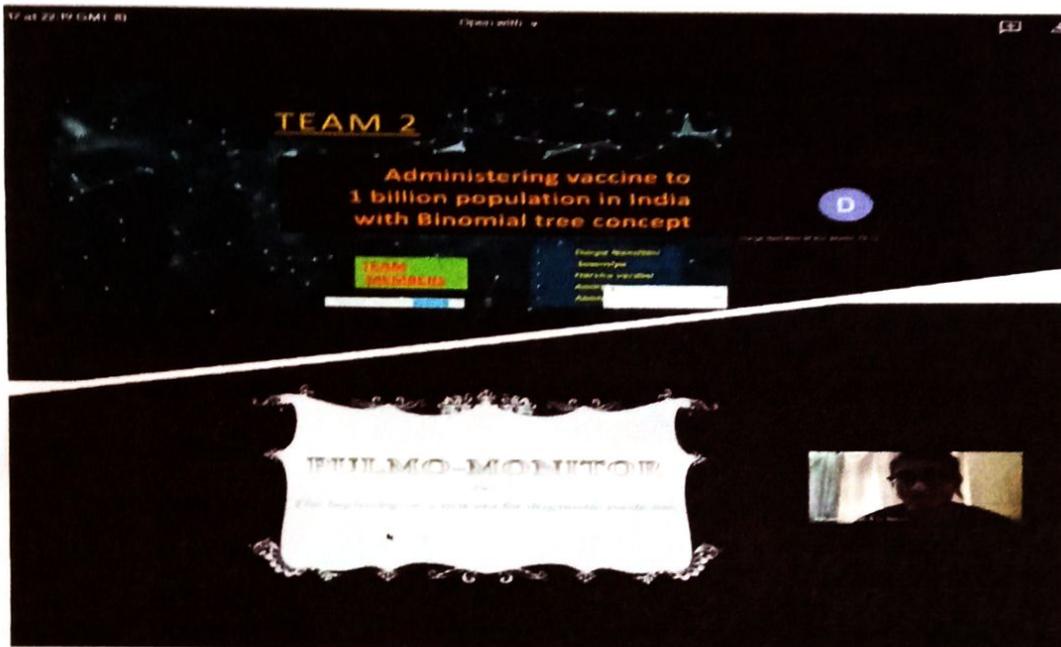


**INSTITUTION INNOVATION COUNCIL (IIC)**

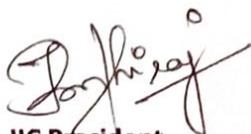
**Ideation Pitching Competition**

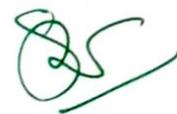
**Date: 18/12/2020**

**No of Participants: 180**



Ideation Pitching Competition was organized to provide a platform to present an idea for a solution benefitting the society. Competitions were held in different categories to identify the best idea, best solution and best presentation which would help them to develop a startup. The judges for the event were Dr. Mathipurani.V, Program Coordinator, PSG HUB and Mr.Sathya Prasanth, Social Entrepreneur.

  
**IIC President**



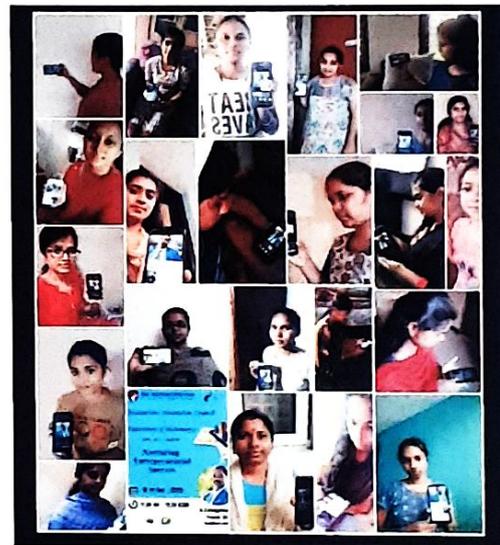
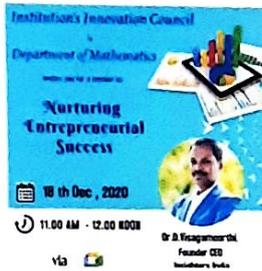
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**Nurturing Entrepreneurial success**

**Date:18/12/2020**

**No. of Participants:123**



The Department of Mathematics and the Institution's Innovation Council conducted a session on "Nurturing Entrepreneurial success" for all UG students on 18<sup>th</sup> December 2020. Dr.D.Visagamoorthi, CEO Insighters India was the guest speaker. The session highlighted the role of innovation in making the product reach the global standards. The session also gave inputs regarding Human power, Brain power and the ways to manage mental health to attain success.

  
IIC President

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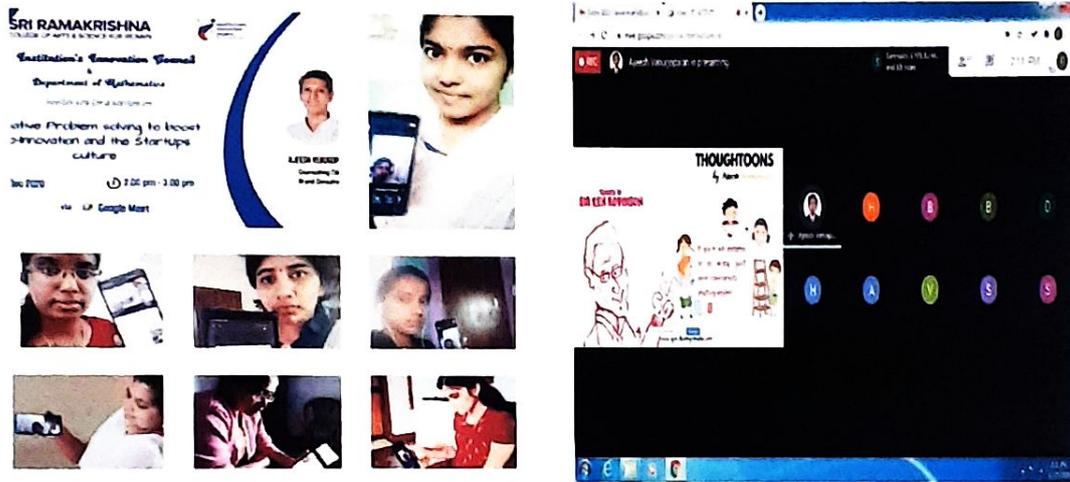
  
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**Creative Problem solving to boost Co - Innovation and the Startups culture**

**Date: 22/12/2020**

**No. of Participants:106**



The Department of Mathematics and the Institution Innovation Council conducted a webinar on “Creative Problem solving to boost Co - Innovation and the Startups culture” on 22<sup>nd</sup> December 2020. Mr.Ajeesh Venugopalan, Consulting CMO and Brand Consultant was the resource person. The session helped students for understanding a simple process which involves breaking down a problem, generating ideas to solve the problem and evaluating those ideas to find the most effective solution.



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**DEPARTMENT OF ENGLISH**

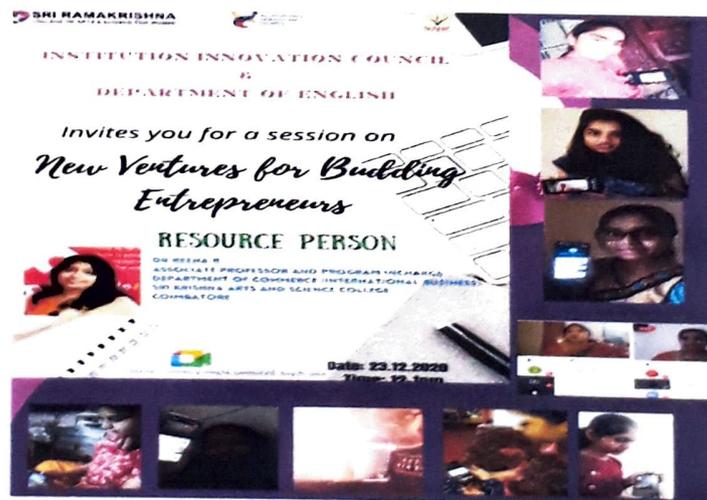
**New Ventures for Budding Entrepreneurs**

Date: 23/12/2020

No of Participants: 100

The Institution Innovation Council with Department of English jointly organised the event on Startup- “ New Ventures for Budding Entrepreneurs”. Dr.Reena, Associate Professor & Program Incharge, Department of commerce ( International Business) , Sri Krishna Arts and science college, Coimbatore delivered the session on entrepreneurship and innovation, and explained how having a brilliant idea is not enough but it needs to be implemented. She gave several anecdotes from her own experience to highlight the importance of converting an idea into a scalable enterprise.

In the sessions the new ventures for starting a small-scale business idea were discussed and as a women entrepreneur how to overcome challenges and about how protecting property is important and how intellectual property protection is a need of the future were discussed. She also explained the procedure to file a patent and the benefits of having one. The e-sessions covered various topics related to innovation and start-up policies strategies and governance for promoting entrepreneurship.



  
**IIC President**

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



**Principal**

PRINCIPAL  
SRI RAMAKRISHNA COLLEGE OF  
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395, Sarojini Naidu Road  
Coimbatore-641 044



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



### Entrepreneurship Development Cell

#### E-Talk

Date: 26.12.2020

No. of Participants: 100

E-Talk (An Interactive Session) was organized on 26<sup>th</sup> December, 2020. The chief guest, Ms. Aafreen, Proprietor - Aaf's Bakehouse, Coimbatore, shared the ideas and needs for starting a business. She discussed about the ways and means of identifying problem and finding solution. She insisted that team work, customer focus and marketing are the core part of a business career. 93 students and 7 faculty participated in the session.

The screenshot shows a Google Meet interface. On the left is a presentation slide with the following text: "SRI RAMAKRISHNA COLLEGE OF ARTS & SCIENCE FOR WOMEN" and "INSTITUTION'S INNOVATION COUNCIL" logos at the top. The slide title is "Entrepreneurship Development Cell & Institution's Innovation Cell cordially invites you for E-TALK". Below the title is a photo of Ms. Aafreen, identified as "Chief Guest Ms. Aafreen, Proprietor, Aaf's Bakehouse, Coimbatore." The date and time are listed as "26.12.2020" and "3.00 - 4.00 pm". The Google Meet logo is at the bottom. On the right side of the screenshot are two video feeds of Ms. Aafreen speaking.

*h. heath*

Convenor - ED Cell

Principal

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**Entrepreneurship Development Cell**

**Workshop on Entrepreneurship Development Phases**

**Date: 30.12.2020**

**No. of Participants: 104**

Workshop on Entrepreneurship Development Phases was organized on 30<sup>th</sup> December, 2020. The chief guest was Dr. Shyam Prashad Rajasekaran, Founder and CEO, TwirlTact Technology Solutions Private Limited. The chief guest explained the stages of an entrepreneurship development, business idea, forming a plan, accumulating resources, putting a proper structure and planning the future. 96 students and 8 faculty participated in the session.

*h. h. h. h.*

**Convenor - ED Cell**

**Principal**

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