

## Entrepreneurship Development Cell Academic Year: 2023-2024

### Report

| SI No | Date       | Details of the Programme   |
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| 1     | 22-07-2023 | Mr. Prabhu Gandikumar, the Founder & Director of TABP Snacks and Beverages, shared his entrepreneurial journey with MBA students   |
| 2     | 09.08.2023 | An E-Talk by Mr Rajesh Keerthi, Founder and CEO, Kaapi Ready, was held on the topic 'Opportunities in the Retail and Food Industry'  |
| 3     | 15-09-2023 | An Entrepreneurship Awareness Programme (EAP) was conducted MBA and PGDMFS students in collaboration with TIE-Coimbatore. The Resource Persons - Dr Savitha Nair, Dean; Ms Soundarya Lakshmi Narayanan, MD, Upeksha Wellness Pvt Ltd; Dr R Prabusankar, Professor; and Mr Karthikeyan Jawahar, Director, Karma Innovations & Solutions Pvt Ltd, handled sessions on 'Introduction to Entrepreneurship', 'Transforming Ideas into Successful Businesses', 'Business Planning and Strategy' and 'Funding and Resources for Start-ups' respectively.' |
| 4     | 25-10-2023 | An E Talk was held on the topic "How to develop a compelling pitch deck?" by Ms. Divya Shetty, COO & Co-Founder, Infinite Cercle Pvt Ltd   |
| 5     | 09.11.2023 | KCW - TiE Coimbatore Student Council was inaugurated. Dr Nandini Rangaswamy, Chairperson, GRG Institutions, inaugurated the programme; and Mr A Somasundaram, President, TiE Coimbatore, delivered a presidential address, A Memorandum of Understanding (MoU) was exchanged and duly signed by representatives of KCW and TiE Coimbatore  |
| 6     | 15.11.2023 | An E-Talk on "How to Write a Business Plan?" by Mr Prakadesh Subramanian, Founder & CEO, ZERO2BILLION, was organized   |

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| 7 | 24.11.2023&<br>25.11.2023 | <p>A “Two-Day Workshop for MSMEs”, a collaborative effort by GRGSMS, CIIED and TiE Coimbatore, was organized. Prof S Balasubramanian, Director, GRGCAS, inaugurated the programme. The resource persons for the programme included Mr Senthil Kumar Rajappan, Founder, Halcyon Ventures; Mr S Shameer, Founder, By the Startups; Mr Jalapathi CA, Partner, Anbarasu &amp; Jalapathi; Ms B Kayalvizhi, Assistant Director, MSME Development Institute; Mr Ravi, Founder, Kailash Builders; Dr Balaji Radhakrishnan, Associate Professor, TNAU; Mr Sakthivel Kalliappan, Project Lead, Startups TN; Mr M Premkumar, TiE U Chair &amp; Charter Member; Mr S Udayabhanu, President, Sandfit Foundries Pvt. Ltd. The workshop concluded with the concluding remarks by Dr P Meena, Principal, KCW; and valedictory address by Mr M Premkumar, TiE U Chair. Thirty-one Participants from MSMEs attended the workshop.</p>                         |
| 8 | 27-12-2023                | <p>An E-Talk on “Next-Gen Entrepreneurship: Insights and Innovations from Young Entrepreneurs” was handled by Mr Raman and Mr Lakshmanan, Founders and Directors, Backyard Creators Private Limited.</p>  |
| 9 | 03-01-2024-06<br>-01-2024 | <p>A four-day intensive course titled “GRG WOMEN Innovation &amp; Startups Excellence” (GRG WISE) was held in collaboration with GRGSMS and the TiE CBE chapter.</p> <p>Mr M Premkumar, TiE U Chair, delivered the Inaugural address &amp; Ms J Mohanasundari, Managing Director, Sharp Electrodes Private Ltd, delivered the valedictory address. The Guest Speakers were Dr P Sadhasivam, Director; Dr Savitha Nair, Dean; Ms Ranjana Singhal, Managing Director, Cafe Totaram Pvt Ltd; Mr CA Abisheik Aravindan, Partner GRAD &amp; Company; Mr M Premkumar, TiE U Chair, TiE Coimbatore; Ms Subhadhra, CEO, PVR Foods; Mr S Shameer, Founder, By The Startups; Ms Kalaiyarasi Ramachandran, Founder, Raatai Handloom; Mr S Prabhunarain, Director &amp; Head - IP Division, Gagnant Groups; Dr A Akilandeshwari, Assistant Professor, Department of Tamil; and Dr Radhika Meenakshi Shankar, Founder, Wise Owl Consulting Services.</p> |

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| 10 | 29-01-2024 | An E-Talk was held on "Empower HER: Learning and Networking for Women Entrepreneurs" by Dr Radha Damodaram, Zonal President (WEE) Coimbatore.  |
| 11 | 07-02-2024 | FEB Fiesta 2024, the annual flagship event of GRGSMS, organized on February 8th at the PSGRKC Alumni Golden Jubilee Auditorium. This year's theme, "PLANET POSITIVE," aimed to highlight the intricate relationship between human activities and environmental health. It encouraged a holistic approach towards fostering a mindset, lifestyle, and societal practices that contribute to the well-being of our planet. With a focus on promoting entrepreneurship among students, 18 teams comprising 15 students each were tasked with creating innovative products aligned with the theme. These products showcased a diverse array of eco-friendly solutions, ranging from millet products, eco-friendly bamboo products, jute bags, and home decor items organic perfumes, organic cotton clothing, eco-friendly stationery made from recycled paper or plant-based materials, organic skincare and cosmetics made with natural ingredients, saplings cultivated from organic farms, handcrafted items made from recycled materials or natural fibres. |
| 12 | 08-02-2024 | FEB Fiesta 2024: Debriefing session was conducted on Feb 8th, 2024 and awards given to teams with the Most sales, the Most Innovative theme, and the team with Most relevant theme. Mr. Nawin Krishna, Serial Entrepreneur was chief guest for the programme.  |
| 13 | 20-02-2024 | The Entrepreneurship Development Cell of GRGSMS hosted an insightful E-Talk featuring Ms. Ramya Santhosh, the esteemed Founder and CEO of Sharas Venture LLP. The session delved into the theme of "Navigating Entrepreneurial Challenges in Social Entrepreneurship."   |
| 13 | 13-03-2024 | A vibrant Round Table Discussion was held with Mr. Ramesh Chandran, Founder and Director of Bio Basics, bringing together 7 faculty members and 15 students from GRG SMS & KCW. The engaging conversation centered around organic foods, exploring a range of topics including their health benefits, environmental impact, and taste preferences. Participants delved into key concerns such as costs, label confusion, and accessibility, drawing from their diverse experiences. Stories were shared of improved health, heightened taste experiences, and a deepened sense of ethical satisfaction. This enlightening dialogue emphasized the significance of informed consumer choices, echoing the sentiments of the participants. (Organized by ED Cell, GRG SMS) held on 13th March 2024   |

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| 14 | 13-03-2024 | Mr. Ramesh Chandran, Founder and Director of Bio Basics, delivered an E-talk titled "Building a Successful Social Enterprise: The Bio Basics Story." This virtual session was attended by two faculty members and 114 students from GRG SMS, along with 30 students from KCW, showcasing the interest and engagement of the audience in the subject matter. ( Organized byED Cell, GRG SMS) held on 13th March 2024 |
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Faculty Coordinator

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