

**A.P.C. Mahalaxmi College for Women, Thoothukudi.**  
**Institution's Innovation Council & Entrepreneurship Development Cell**  
**Consolidated Report**  
**2020-2021**

Motivational Session was organized by IIC & EDC on 28.11.2020 at 10.30 am. In Zoom. Student Entrepreneurs P. Regina, III B.Com. and S. Kamala Aishwarya, III B.Com gave a motivational presentation on **How to become a Successful Student Entrepreneur?**. Both speakers discussed the importance of entrepreneurship, pre-launch activities, risk taking and problem-solving techniques. 104 students attended the session.



A Webinar on “**Marketing Research**” was conducted by the Institution's Innovation Council and Entrepreneurship Development Cell on 15. 12.2020 at 11.00 a.m through Zoom. Dr.K.Chitra Chellam, Assistant Professor of Commerce and IIC Innovation Ambassador, A.P.C. Mahalaxmi College for Women, Thoothukudi gave a presentation on the meaning of the terms market, marketing, what is marketed?, research and marketing research. She also emphasized the need for conducting marketing research by students and industrialists in order to keep pace with the changing technology and to create innovations. 82 students attended the webinar.



**e-Quiz on IPR was conducted on 18.12.2020 to 23.12.2020** for the purpose of making the students, scholars and faculties to understand the protection granted to creators of innovative intellectual creations. 111 students participated in the Quiz.



Orientation programme on the topic **“National Innovative & Start Up Policy”** was organized on 19.12.2020 at 06.00 p.m through Zoom. Dr.J.Clara Jeya Geetha, Assistant Professor of Chemistry in Pope's College, Sawyarpuram and IIC Ambassador was the

Resource Person. She gave an orientation on the vision, mission, short term and long-term objectives of National Innovative and Startup Policy, its framework and implementation. 111 students and faculty participated in the orientation programme and got benefitted.



IIC & EDC organized an online workshop on the topic “Entrepreneurship Development Phases” on 17.12.2020 at 10.00 a.m through Zoom. Mr.A.Ayyadurai, Assistant Professor of Commerce, working in Kamaraj College, Thoothukudi was the Resource Person. He gave an excellent and informative presentation about the history of entrepreneurship, entrepreneurship development phases with examples and steps taken by the Government to promote entrepreneurship. 102 students attended the programme.



Orientation programme was conducted on the topic “**National Education Policy**” on 21.12.2020 at 10.00 a.m through Zoom. Dr.T.Lilly Golda, Assistant Professor of English and Coordinator of Internal Quality Assurance Cell of our College was the Resource Person for

the Orientation Programme on National Education Policy 2020. Dr.Lilly Golda gave a presentation on the need for bringing changes in the existing education system, necessity for proper framework and flexibility in education. She also gave information about the great personalities who were involved in formulating this National Education Policy. 90 students and faculty attended the programme.

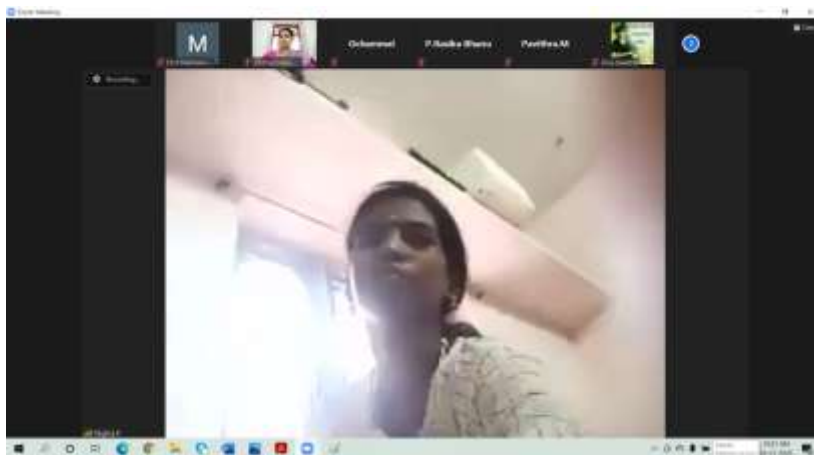


A One Day Online Workshop on **“Entrepreneurship and Innovation as Career Opportunity”** was conducted on 23.12.2020 at 10.00a.m through Zoom. Mr.T.Kannan, General Manager of District Industries Centre, Thoothukudi was the Resource Person. Mr.Kannan gave a lecture about the three important areas in which entrepreneurship and innovations can be introduced, that is, Manufacturing Sector, Service Sector and Trading. 100 students participated and got benefitted.

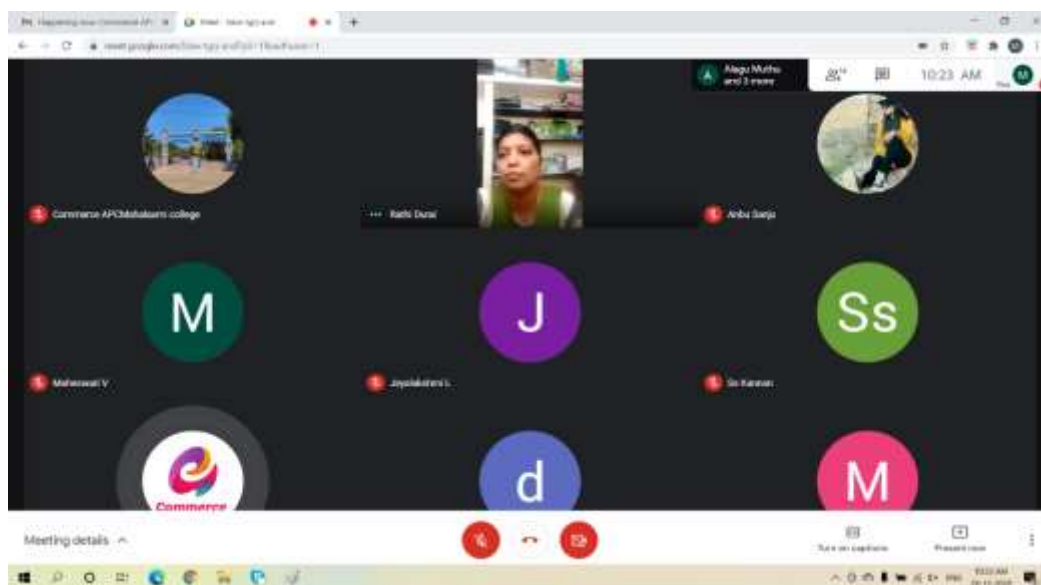


A Guest Lecture on the topic **“My Success Story”** was conducted on 24.12.2020 at 10.00a.m through Zoom. Mrs.V.Malathy, Beautician, Former Manager of Green Trends, Tirunelveli and Proprietor of Trendy Beauty Salon in Thoothukudi was the Guest Speaker. Mrs.Malathy briefed the factors that motivated her to start a Beauty Parlour while she was

working in Green Trends, the problems, especially the financial problems she faced in the initial stages, criticisms faced by her, challenges she faced during COVID 19 Lockdown period and the marketing strategies she followed to promote the business. 95 students attended the programme.



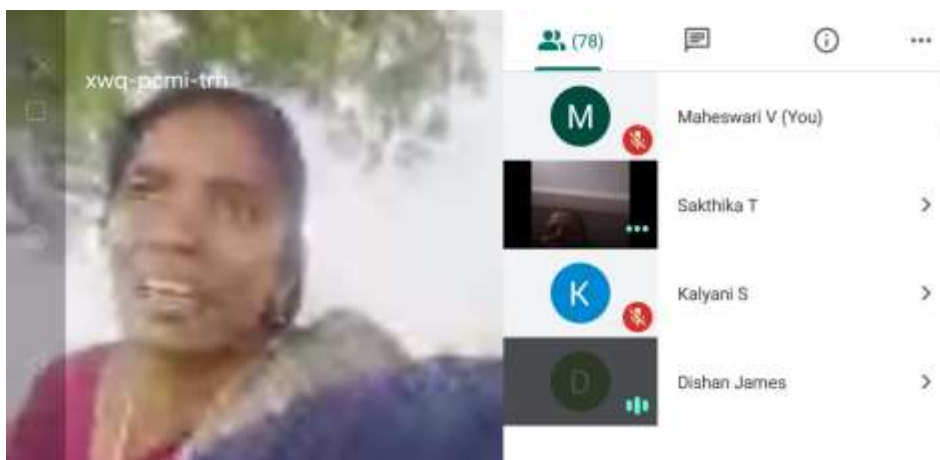
Online Workshop on **Fabric Painting** as a part of Vocational Education & Training (VET) on 28.12.2020 at 10.00 a.m through Google Meet. Mrs.Vani Kannan, Professional Artist of Divya Paintings, Thoothukudi was the trainer for the workshop. She taught fabric painting to students by means of live demo. The trainer also exhibited various designs and models already prepared by her. 112 Students participated in the workshop.



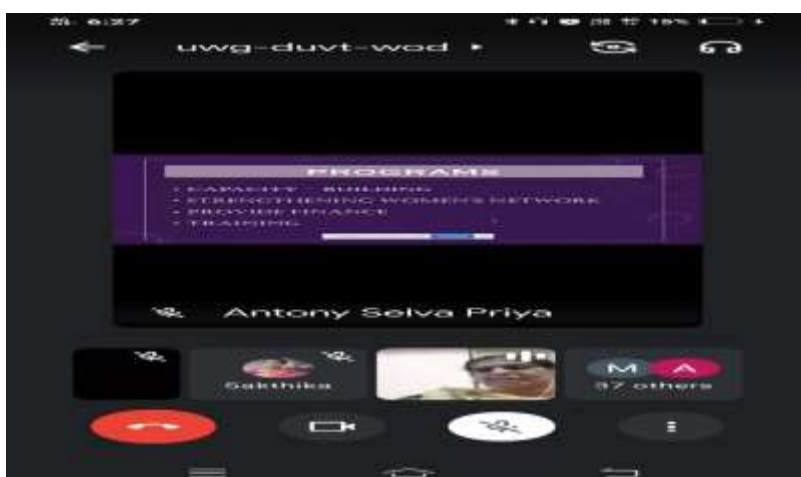
Guest Lecture on **Rural Entrepreneurship- Technological Strategies for Successful Poultry Farming** was conducted on 18-02-2021 & 11.00AM in Google Meet. Mrs.R.Esther Jemima, Proprietor of Esther Poultry Farm, Puthiamputhoor was the guest speaker. Detailed explanation about Establishing shed, Protection from predators, diseases



and extreme environmental factors, Nutritional Guidelines and Economic benefits was given by the speaker. 226 students attended the guest lecture.



Orientation Programme on the topic **“Role of Indian Government in the Development of Women Entrepreneurship”** on 24.03.2021 at 06.00 p.m through Google Meet. Dr.K.Sivagama Shunmuga Sundari, Assistant Professor of Commerce, A.P.C. Mahalaxmi College for Women, Thoothukudi was the Resource Person. The Resource Person gave an informative presentation about various assistances and programmes offered by Government organisations and associations like SHGs, MSME, Federation of Indian Women Entrepreneurs (FIWE), Woman’s India Trust (WIT) and DIC to develop women entrepreneurs. 112 students attended the programme.



Online Orientation Programme was organized on the topic **“Incubation Centre: Tool for Development”** on 25.03.2021 at 02.30 p.m through Google Meet. Dr.S.Guru Vasuki, IIC Innovation Ambassador and Assistant Professor of Education in V.O.C. College of

Education, Thoothukudi was the Resource Person. Dr.Guru Vasuki explained about the objectives of incubator, incubation process, facilities and services offered by Incubation centres, industry sectors supported by incubation programs. and success factors of incubation.

125 Students and faculty attended the session.



Online Orientation Programme on the topic **“Design Thinking”** on 25.03.2021 at 10.30 p.m through Zoom was conducted on the same day. Dr.S.Sankara Vadivu, IIC Innovation Ambassador and Assistant Professor of Chemistry, A.P.C. Mahalaxmi College for Women, Thoothukudi was the Resource Person. The Resource Person gave an understandable presentation on the meaning of design thinking, and the 7 steps namely, define, research, ideate, prototype, choose, implement and learn in design thinking. 102 students participated in the programme.



Online Orientation Programme on the topic **“Session on Prototype Validation – Converting Prototype into a Start Up”** was conducted on 29.03.2021 at 10.30 p.m through Google Meet. Mr.M.Siva Baarathi, Field Coordinator, AURCT – IEDP Hub, Tirunelveli and

Ms.Sangavi Surya, TNSI 2019 Winner were the Resource Persons. Mr.Siva Baarathi gave a presentation as to how to create innovative ideas, about Minimum Viable Product, the product management function, how to create prototype, validating a prototype, how to convert a prototype into a start up and reasons for failure of startups. 134 students and faculty attended the programme.



**E-Quiz on Innovation** was conducted on 30.03.2021 for the purpose of making the students, scholars and faculties to understand the protection granted to creators of innovative intellectual creations. 120 students participated in this online quiz.

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**A.P.C.MAHALAXMI COLLEGE FOR WOMEN  
THOOTHUKUDI**  
Recognized by NAAC with B grade  
( 4 Star Rating in MHRD's Institution's Innovation Council )




**Warm Greetings to you all**  
**The Institution's Innovation Council**  
**and**  
**Entrepreneurship Development Cell**  
**Organize a**  
**"Quiz on Innovation"**

We have great pleasure in inviting all the faculty members , Research Scholars and Students to participate in the Quiz Contest.

- ✓ 15 Questions
- ✓ Each correct answers carries 2 marks
- ✓ No negative marks
- ✓ Only one attempt for an Email-id
- ✓ Only 100 Participation per day
- ✓ Scoring 40% and above is eligible for E- Certificate

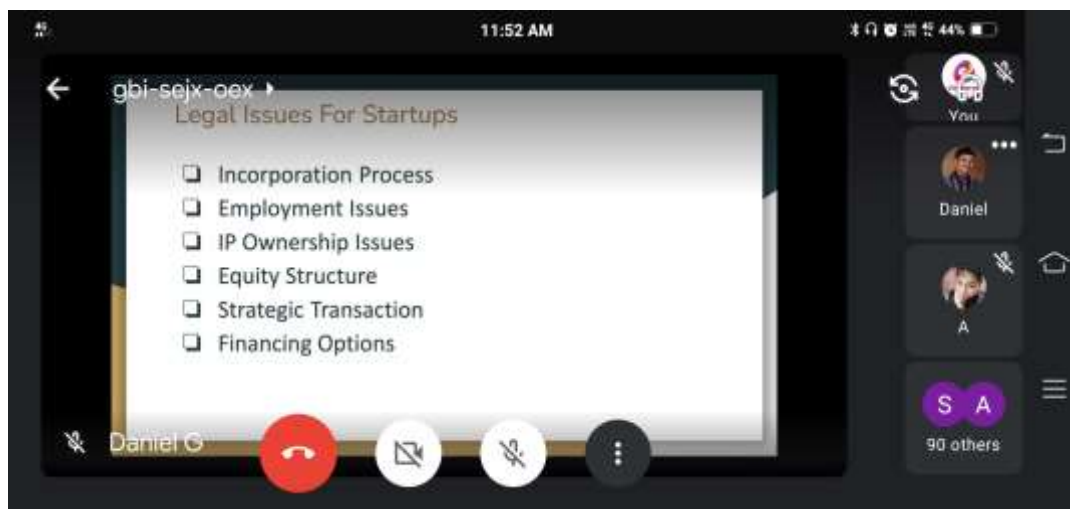
**Quiz Link : <https://forms.gle/mtQmQPxLGcwLKsNj9>**

Note : E-Certificate will be provided to those who score 40% and to their registered E-mail-id

Another online Orientation Programme on the topic **"Session on How to Plan for Start Up – Legal & Ethical Steps"** on 31.03.2021 at 10.30 a.m through Google Meet.



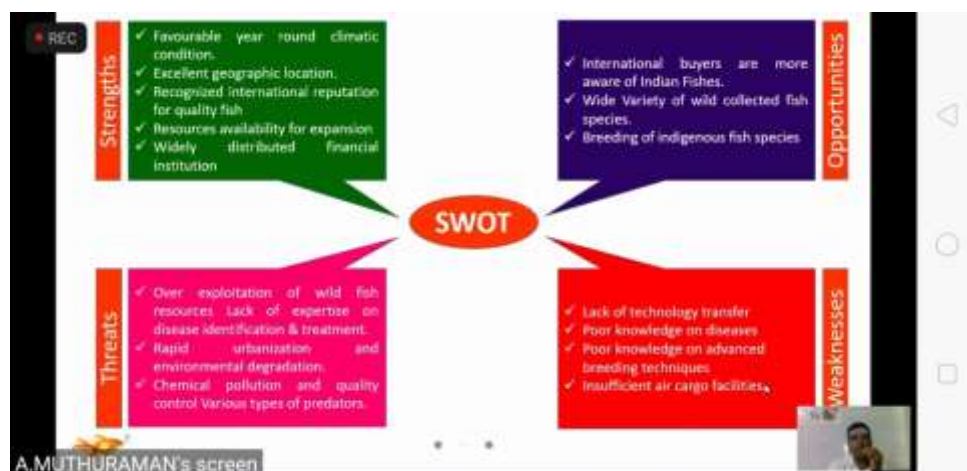
Mr.Daniel Prabakharan, Chief Executive Officer, Annamalai Innovation & Incubation Research Foundation, Annamalai University, Annamalai Nagar was the Resource Person. The Resource Person highlighted the assistances provided by incubators; technical support offered by AIIRF, innovation voucher programme of TN EDII to promote innovations and legal issues for startups. 100 students and faculty attended the programme.



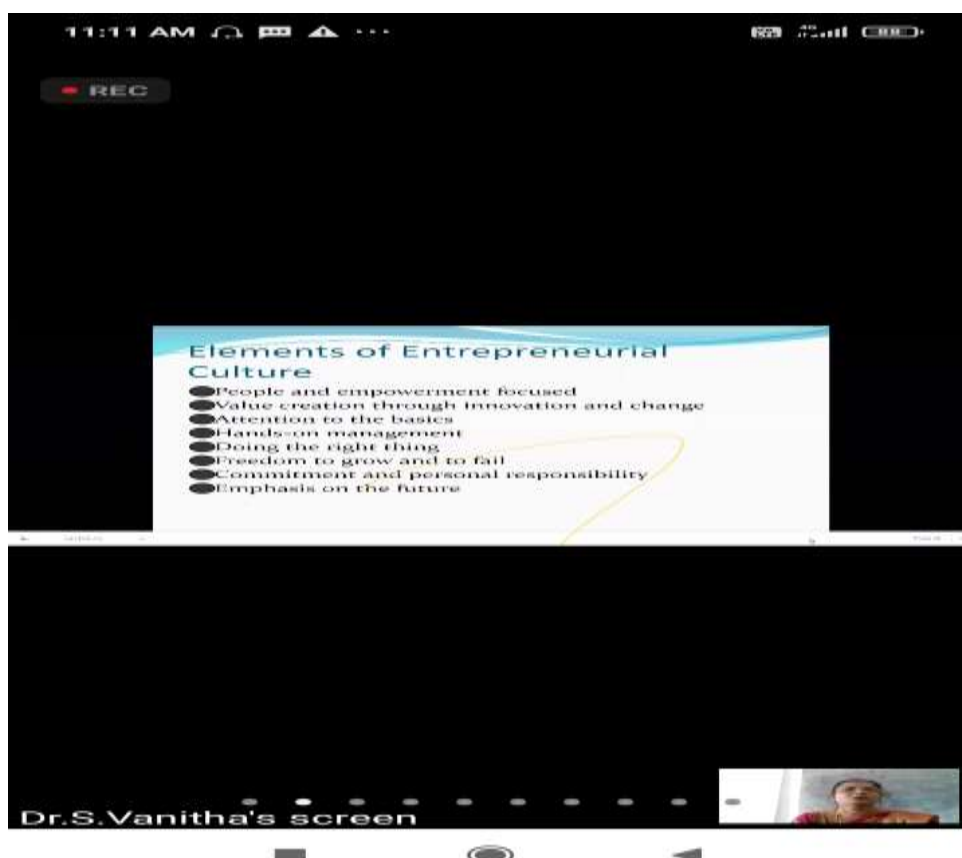
An Online Session on **“Session on Angel Investment/ VC Funding Opportunity for Early-Stage Entrepreneurs”** was conducted by the Institution’s Innovation Council and Entrepreneurship Development Cell on 31.03.2021 at 01.30p.m through Google Meet. Mr.M.Sriraaman, Operations Executive, Annamalai Innovation & Incubation Research Foundation, Annamalai University was the Resource Person. Mr.Sriraaaman gave an understandable presentation about the meaning of angel investors, venture capitalists, amount of funding, purposes for which funds are granted by angel investors, , MHRD’s RUSA 2.0 seed funding and steps to get fund. 126 students and faculty participated.



Guest Lecture on **Startup on Ornamental Fish Culture** was conducted on 01.04.2021 and 10.00 am in Zoom. Mr.A.Muthuraman, Assistant Professor of Microbiology, Kamaraj College, Thoothukudi was the Resource Person. He explained the methodology to set up an Aquarium Tank, Maintenance of different species of Ornamental fishes, keeping Aquarium plants, breeding methods of the fishes and precautions to be taken to protect the fishes from diseases. 114 students attended the programme.

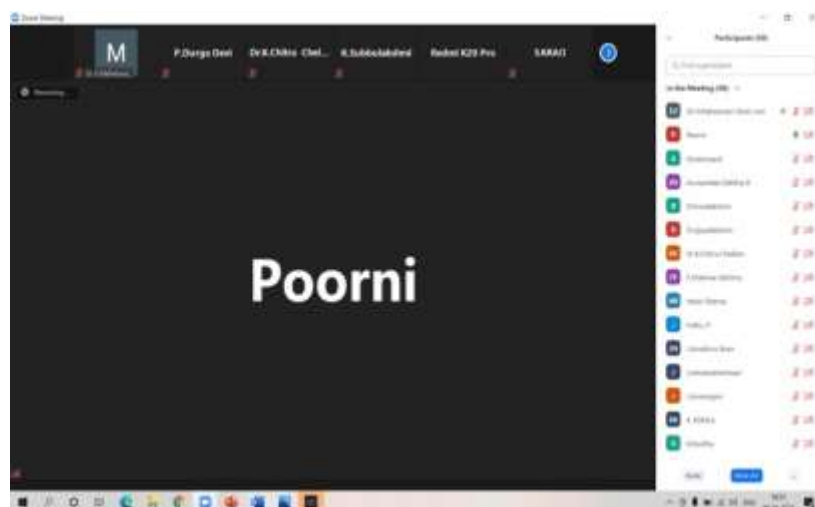


A Webinar on **“Entrepreneurial Culture”** was conducted on 16.04.2021 at 11.00p.m through Zoom. Dr.S.Vanitha, IIC Innovation Ambassador, Head & Assistant Professor of PG and Research Department of Commerce was the Resource Person. Dr.Vanitha gave an excellent presentation about the concept of entrepreneurial culture, corporate culture and dimensions to be followed by entrepreneurs, elements and layers of entrepreneurship culture. 100 students attended the webinar.



A Webinar on **“Women Entrepreneurship and Innovation”** was conducted by the Institution’s Innovation Council and Entrepreneurship Development Cell in association with Women’s Renaissance Centre on 19.04.2021 at 06.00p.m through Zoom. Ms.Pooranam, Technical Trainer and Founder of Stone Academy, Chennai and Mr.Siva Baarathi, Field Coordinator, EDII Hub, Anna University Regional Campus, Tirunelveli were the Resource Persons. The Resource Persons gave a thought-provoking speech about entrepreneurship which has become the need of the hour. She explained the factors that every women

entrepreneur should follow like goal setting, decision making, investment in quality products / services, marketing, creativity and innovation. 123 students attended the programme.



## **Council Meetings of Institution's Innovation Council – 2020 -2021**

**First Council meeting of Institution's Innovation Council was organized on 15.09.2020 to discuss the action plan for first quarter.**



**Second Council meeting of Institution's Innovation Council was organized on 15.12.2020 to review the progress of I quarter activities and to discuss the action plan for II quarter.**





The third council meeting of Institution's Innovation Council was organized on 09.01.2020 at 5.30 pm in the zoom platform. Progress of second quarter activities and the action plan for third quarter was discussed in the meeting.



Semester II		
Quarter 3		
1	IC Council Meeting- Review of Q2 progress and Planning of Q3	Mandatory
2	Field/Expense Visit to Incubation Unit/Patent Facilitation Centre/Technology Transfer Centre/ Co-working spaces	Elective
3	Workshop on Prototype/Process Design and Development - Prototyping	Elective
4	Session/ Workshop on Business Model Canvas (BMC)	Elective
5	Business Plan/Prototype Competition to invite Innovative Business Models from Students	Elective
6	Session on "How to plan for Start-up and legal & Ethical Steps"	Elective
7	Interactive Session/Mentoring Session with "Successful Start-up founders" (Entrepreneurs in Campus)	Elective
8	Workshop on Intellectual Property Rights (IPRs) and IP management for start up	Elective
9	Mentorship Session for Incubators (or) Student Entrepreneurs through experts and (or) Incubation Ambassadors/Innovation Agent	Elective
10	Orientation session for all students & faculties of Institute by Incubation Ambassador(s)	Mandatory
Quarter 4		
1	IC Council Meeting- Review of Q3 progress and Planning of Q4	Mandatory
2	Session on Prototype Validation - Converting Prototype into a Startup	Elective
3	Session on Accelerators/Incubation - Opportunities for Students & Faculties - Early Stage Entrepreneurs	Elective
4	Organize Session on "Lean Start-up & Minimum Viable Product/Business"- Start Project/Full/Minimum Business	Elective

Fourth Council meeting of Institution's Innovation Council of A.P.C. Mahalaxmi College for Women was organized on 22.03.2021 with the council members to review the progress of III quarter activities and to discuss the action plan for IV quarter.



