



**A.P.C. Mahalaxmi College for Women,  
Thoothukudi.**

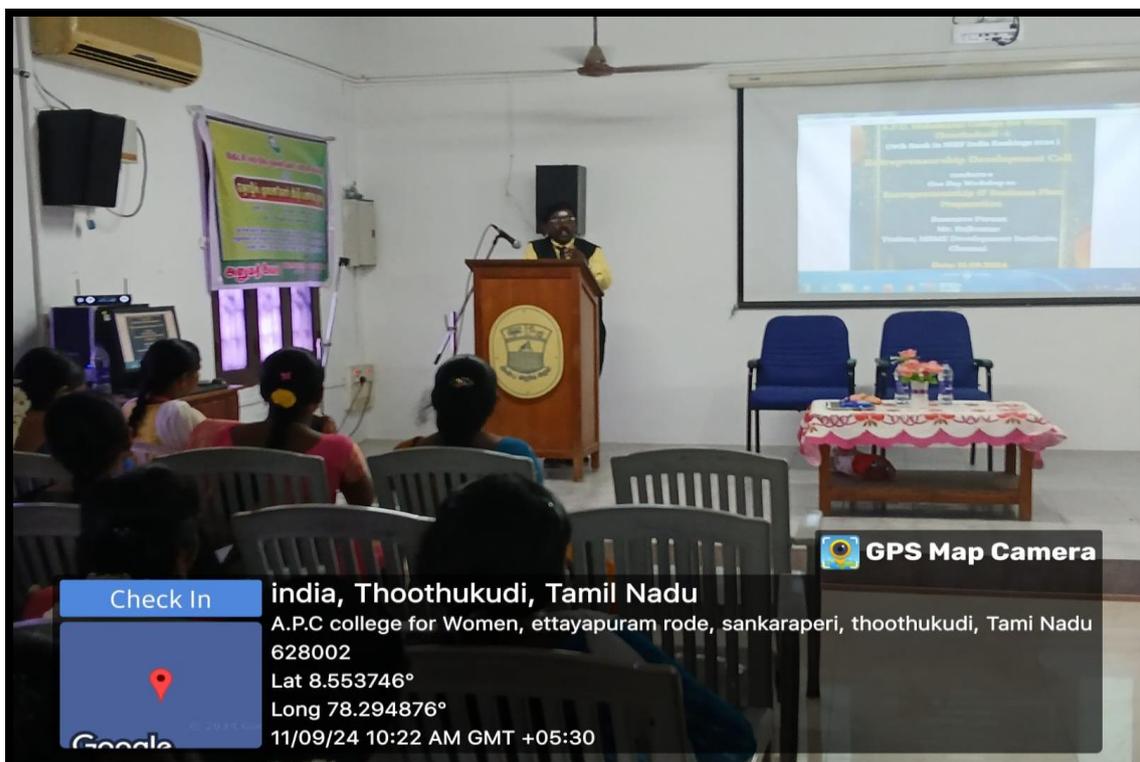
**Entrepreneurship Development Cell**

**Consolidated Report**

**2024-2025**



Entrepreneurship Development Cell commenced its activities for the academic year 2024-2025 by conducting a **One Day Workshop on Entrepreneurship & Business Plan Preparation** on 11<sup>th</sup> September 2024 in ICT Hall I from 9.45 a.m. to 3.00 p.m. for the students of Entrepreneurship Development Cell. Mr. Rajkumar, Trainer, MSME Development Institute, Chennai was the Resource Person. He gave an excellent presentation about the concept of entrepreneurship, its importance and role played by entrepreneurship in economic development of a country. He presented the skills to be acquired by the students to become successful entrepreneurs, the challenges to be faced and how to overcome them. Mr. Rajkumar gave detailed information about various schemes, incentives and subsidies offered by the government to MSMEs. In the afternoon session, Mr. Rajkumar trained the students to prepare business plan, right from business idea generation to the preparation of business plan. 62 students of Entrepreneurship Development Cell attended the programme and got awareness about various government schemes to promote entrepreneurship and learnt to prepare business plan.



**Half Day Awareness Programme on MSME Schemes** were successfully conducted at A.P.C. Mahalaxmi College for Women, Thoothukudi on 26.12.2024, 27.12.2024 and 02.01.2025. The programme was conducted on the topic “Three Days Awareness Programme on MSME Schemes for Entrepreneurs”. The coordinators of Entrepreneurship Development Cell Dr. K. Chitra Chellam and Dr. S. Sankaravadivu and student mentors Ms. Vikashini and Ms. Gowri of III B.Sc (Computer Science) addressed the students on topics such as concept of MSME, classification of MSMEs, subsidies, and incentives available for MSMEs, role of District Industries Centre, importance of entrepreneurship and innovation with examples, Udyam Registration, TNSI competition, and Innovation Voucher Programmes. The students were also motivated to develop their entrepreneurial skills and talents to become student entrepreneurs. On 26<sup>th</sup> December 2024, awareness programme was conducted for 86 students of Entrepreneurship Development Cell. On 27<sup>th</sup> December, 156 final year students of science discipline and on 2<sup>nd</sup> January, 267 final year students of arts discipline attended the awareness programme. Totally, 509 students attended the programme and got benefitted



**Maha Sales Carnival** was organized by Entrepreneurship Development Cell on 10<sup>th</sup> January 2025 from 10.00 a.m to 2.30 p.m in the college campus. There are ten departments in the College and seed money was given to all the classes. Students sold things ranging from dress materials, paintings, women accessories, homemade bakery products like brownie, cookies and cakes, healthy food products, self prepared lunch items like biriyani, noodles, and fried rice, ready to cook snacks like cutlets, sandwich, sweet corn, fresh juices, and milk shakes. The students also sold saplings grown by them in the garden of the college and vermicompost prepared by them in the vermicompost unit. There were 58 stalls. Students participated in the sales carnival with great enthusiasm and were able to learn buying, selling, and marketing processes and were able to identify the problems faced by them. It was a joyful learning experience to all the student irrespective of their disciplines.



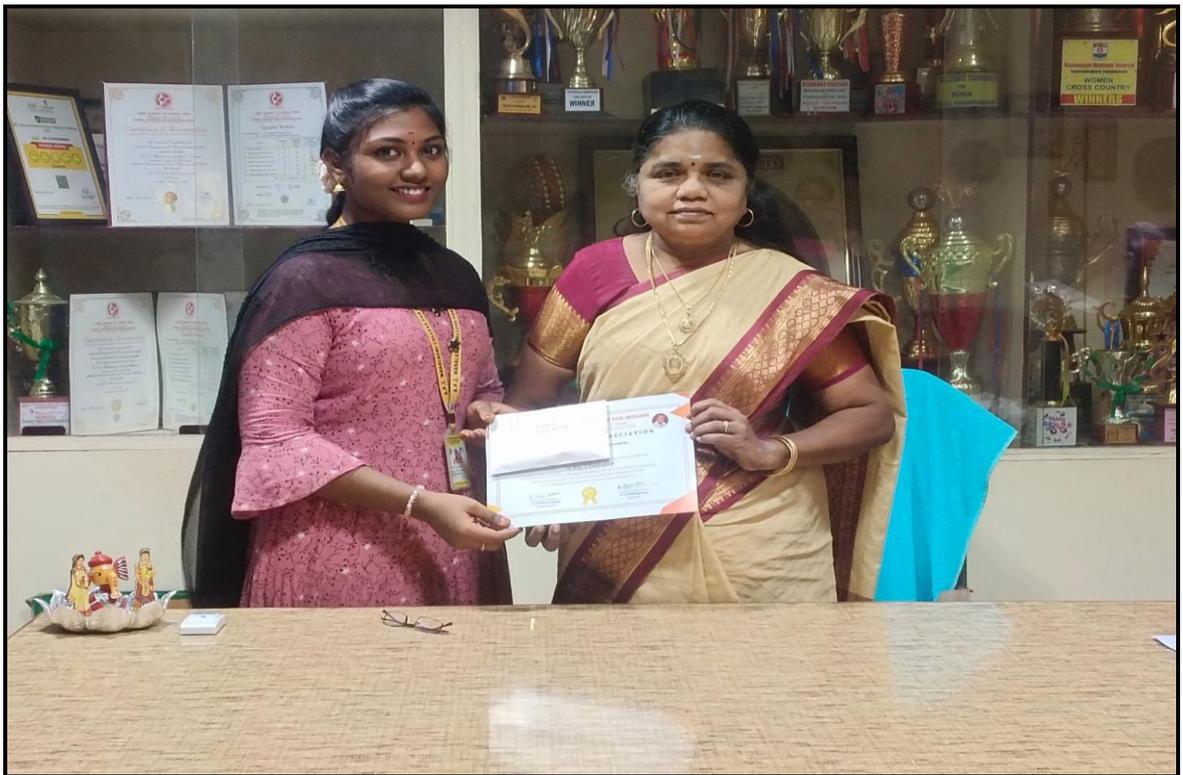
Entrepreneurship Development Cell conducted a **Seminar on the topic “Innovation: The Key to Success Entrepreneurs”** on 28<sup>th</sup> January 2025 at 1.30 p.m. in Conference Hall for the students of Entrepreneurship Development Cell. This programme was conducted in view of National Startup Day. Dr. K. Chitra Chellam, Coordinator, Entrepreneurship Development Cell was the Speaker. Students were given a brief introduction about entrepreneurship, innovation, startups, venture capitalist followed by explaining the types of entrepreneurs and its role in a country’s economic development, examples of innovation and its importance for the scalability and sustainability of a business venture. The speaker

also motivated the students to aim high, to develop their entrepreneurial skills, to think innovatively and to either become self-employed or occupy a dignified position in an organisation. Students of EDC attended the programme and got benefitted.



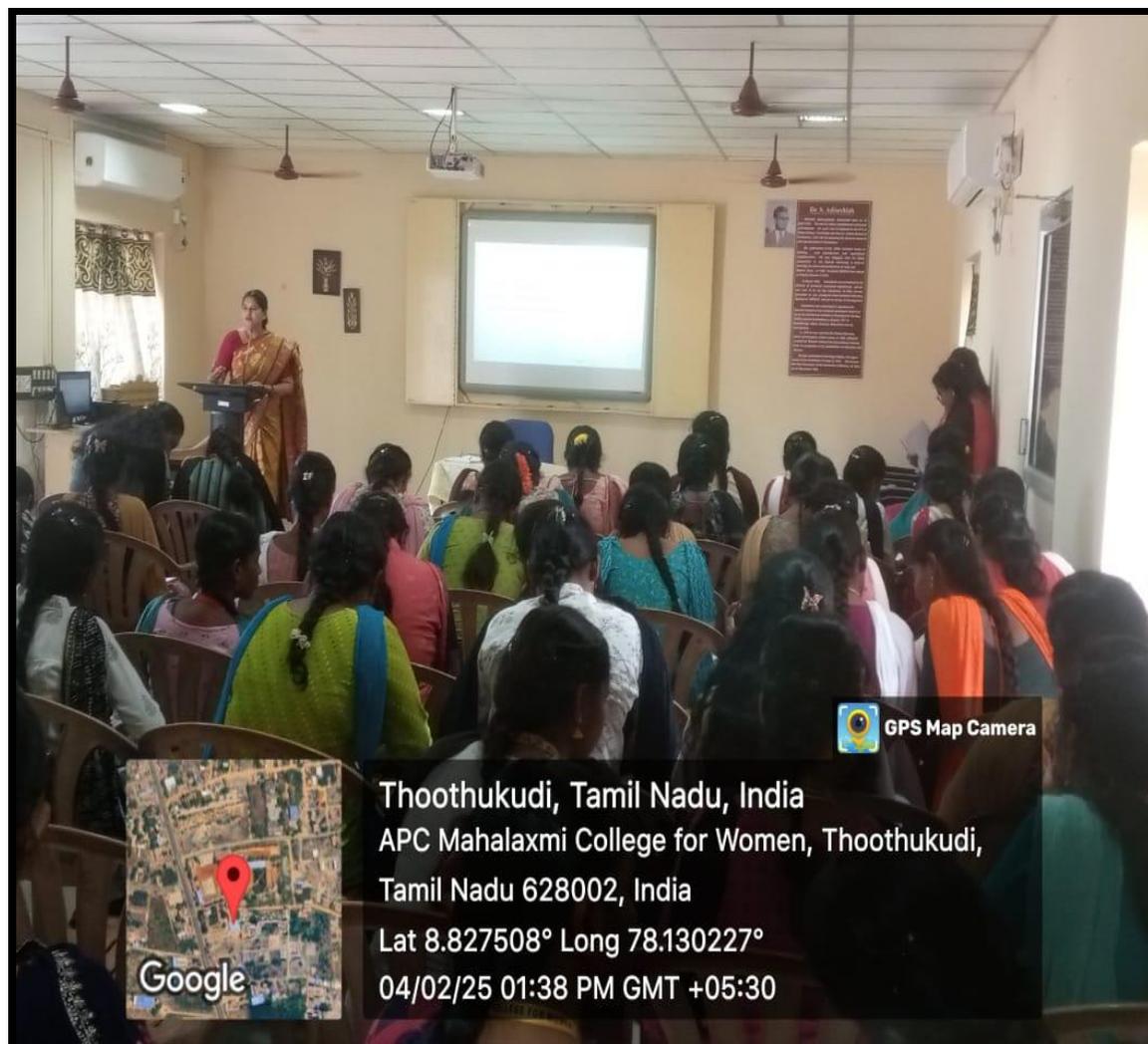
Entrepreneurship Development Cell conducted **45 Hour Training Programme on Aari Work** to students from 1<sup>st</sup> February 2025 to 19<sup>th</sup> April 2025 on all Saturdays from 9.30 a.m. to 1.30 p.m. The training was given by 9 student trainers Ms. Swetha III B.Com (Aided), Ms. Srilekha III B.Com (Aided), Ms. Genga Devi, II B.Com (Aided), Ms. Renuka II B.Com (Aided), Ms. Srija I B.Com (Aided), Ms. Mahalakshmi II B.Com II Batch, Ms. Durgadevi II B.Sc Zoology, Ms. Jasmine II B.Sc Chemistry and Ms. Karpaga Kaviya II B.Sc Computer Science. 216 students attended the training programme and learnt to work Aari designs for their own dress besides getting orders from faculty and other students. The training programme came to an end on 19<sup>th</sup> April 2025. The student trainers were paid Rs.2,400 as remuneration by Principal Dr. K. Subbulakshmi. So, this programme not only developed the skills of the students but also served provided an income to the trainers and trainees while doing their graduation.





Entrepreneurship Development Cell conducted a **Seminar on the topic “Ideation and Entrepreneurship”** on 4<sup>th</sup> February 2025 at 1.30 p.m. in Adhi Sheshaiah Hall to the students of Entrepreneurship Development Cell. Dr. K. Chitra Chellam, Coordinator, Entrepreneurship Development Cell of the college was the speaker. She began her presentation with design thinking stages followed by ideation process. The speaker explained

the factors to be considered to identify a problem faced by the society, the elements of ideation, and how to give innovative ideas, that is, solution to that problem. Various innovations India and innovative ideas submitted by students in the earlier days were explained to the students. 94 students attended the seminar and 36 students expressed their willingness to register their innovative ideas in Puththozhil Kalam competition.



**Workshop on Business Model Canvas** was conducted by Entrepreneurship Development Cell on 3<sup>rd</sup> March 2025 at 1.30 p. to the students of Entrepreneurship Development Cell. Mr. Mohammed Newsath Sherif, Trainer, EDII-TN, CEO of EdToDo Technovations LLP, Tirunelveli was the Resource Person. Mr. Sherif started his presentation by differentiating between business and entrepreneurship, how to identify a problem and how to give a solution for it. He gave a detailed explanation about Business Model Canvas by emphasising the need and importance of it. The nine blocks of BMC were illustrated by the resource person by taking Netflix as an example. After clarifying the doubts of the students regarding BMC, the resource person proceeded to explain the Statement of Work for the Puththozhil Kalam competition. He explained how to prepare SoW in a detailed manner. An

online meet was arranged for the students in Google Meet on 6<sup>th</sup> March 2025 at 7.00 p.m. to enable the students to complete SoW. Students attended the workshop which was very beneficial to them.



Entrepreneurship Development Cell organised **APCM Friday Market** from 7<sup>th</sup> March 2025 on every Friday near Maha Mart during lunch interval from 12.25 p.m to 1.25 p.m. This market was organised under the concept “Earn While You Learn” programme. This market served as a sail point for students to sell their arts and craft creations. Pamphlets were pasted in various places of the college and were distributed to students and to all the teaching faculty and non-teaching staff to announce the launching if APCM Friday Market. The product sold by the students in the Friday Market were Aari work, jewellery like handmade bangles, bracelets, earrings and neckwear, , paintings, drawings, wall hangings, woollen work, photo frames, embroidery, key chains, bouquet, resin art, and handmade clips. 23 students participated in the market on every Friday. Students got orders for their creations and this market served as platform for the sellers to exhibit and sell their products, to find customers and to estimate demand.



A **One Day Workshop on Prototype Design & Development** was conducted by Entrepreneurship Development Cell in association with Institution's Innovation Council on 26<sup>th</sup> March 2025 from 10.00 a.m. to 3.15 p.m. in Dr. Varadarajan Hall for the students of Entrepreneurship Development Cell. Dr. Suvaitharan, District Program Manager, EDII-TN, Thoothukudi and Mr. Siva Baarathi, District Program Manager, EDII-TN, Tirunelveli were the Resource Persons for the workshop. The workshop was activity oriented. Before the presentation, the resource persons divided the students into various groups. They explained the importance of prototypes, types of prototypes and stages involved in prototyping with examples. Each group was asked to create a prototype of water bottles for kids and old people innovatively by using charts. The students were made to design packaging for any product by with information about the product. The resource persons motivated the students to

participate in various ideation competitions and gave informed about various schemes of EDII-TN, including TNSI and IVP programmes to promote innovations among the students.

Students attended the workshop and learnt the concept of prototyping and process with examples. They were able to convert their innovative ideas on paper into models and also gave a presentation about them in the workshop.



Entrepreneurship Development Cell conducted **Aari Work Exhibit** to display the Aari Work designed by 216 students who attended the 45 Hour Training programme in Aari work since 1<sup>st</sup> February 2025. Students and faculty members of the college visited the exhibit and were overwhelmed to see the beautifully designed Aari embroidery. The trainees received appreciation from their peers and faculty for having attended the training programme enthusiastically which took place during zero hours. All the student trainees gained confidence to take this art to the next level and to get orders.



Field Visit to 4.O Technology Centre, Government ITI, Korampallam was arranged for the students of Entrepreneurship Development Cell on 21<sup>st</sup> April 2025 from 9.45 a.m. to 1.30 p.m. 48 students accompanied by Dr. K. Chitra Chellam and Dr. S. Sankaravadivu, Coordinators, Entrepreneurship Development Cell visited 4.O Technology Centre in Government ITI. Mr. Prakash, Trainer, Tata Technologies gave a detailed orientation about the demand for graduates in various industries and to become self-employed after getting trained in various courses offered by Tamil Nadu Skill Development Corporation and Skill India. The students were made to operate various machines like laser printing, 3D designing, Robotic welding, moulding, painting, and lathe, functioning of electric car, painting using VR lab. Students learnt to operate various automated machines and it was an experiential learning to the students. They were eager to learn various. 45-hour government certified courses which would ensure either placement or self-employment.

