



**AURCT – IEDP HUB**  
**ANNA UNIVERSITY REGIONAL CAMPUS – TIRUNELVELI**  
**TIRUNELVELI – 627007, TAMILNADU, INDIA**



**REPORT SUBMITTED TO**  
**ENTREPRENEURSHIP**  
**DEVELOPMENT AND INNOVATION**  
**INSTITUTE**  
**CHENNAI-600032**

**NAME OF THE PROGRAMME**  
**ENTREPRENEURSHIP**  
**DEVELOPMENT PROMOTIONAL**  
**ACTIVITY PROGRAMME FOR**  
**OUTGOING STUDENTS**

**DATE AND VENUE OF THE PROGRAMME**

**18.11.2022**

**V V COLLEGE OF ENGINEERING**

**V V Nagar, Tisaiyanvilai, Thoothukudi District, Tamil Nadu.**

## REPORT ON

### ONE DAY “PROMOTIONAL ACTIVITY PROGRAM” on 18<sup>th</sup> NOVEMBER 2022

**V V College of Engineering – Entrepreneurship Development Cell** organized a one day program on “Promotional Activity” on November 18, 2022 in the conference hall. The program focused on awareness about Entrepreneurship, innovations and Government supports for aspiring Entrepreneurs.

The program started at 10:00 A.M. with the welcome address by **Prof.Dr.A.A.Mohamed Faizal**, Chief Coordinator, Entrepreneurship Development Cell, V V College of Engineering. The dignitaries on the dias were Dr.K.S.Saji, Principal of the college, Mr. M.Siva Baarathi, Field Co-ordinator, AURCT-IEDP HUB, Anna University Regional Campus Tirunelveli, Dr. Mahaletchumi, Trainer – EDII, Tamil Nadu, Dr.J.Gandhiraman, Entrepreneur and Mr.P.Muthuraman, Co-ordinator, EDC-VVCOE.

Opening remarks and introduction of the program was given by Prof. Dr.A.A.Mohamed Faizal. He introduced all the members and the functions of Entrepreneurship Development Cell of the college; also he highlighted the importance of the Entrepreneurship and innovations and applications of knowledge in the field of science and technology in recent technological advancements. He mentioned that a student can do a lot of things and achieve more in the part of entrepreneurship and innovations through their inbuilt skills. He emphasized the need of critical thinking and problem solving skills to the real problems.



#### Dignitaries on the Dias

**Dr.K.S.Saji**, Principal gave presidential address and she also welcomed all field experts and expressed her gratitude for the Founder, **Chairman, Shri. S. Jagatheesan** for giving an opportunity to organize this one day program.



**Lighting the lamp and inaugurating the function by Mr.Siva Baarathi**



**Prof. Dr.A.A.Mohamed Faizal giving the opening remarks for the program**

Entrepreneurship experts, Mr. M.Siva Baarathi, Field Co-ordinator, AURCT-IEDP HUB, Anna University Regional Campus Tirunelveli, Dr. Mahaletchumi, Trainer – EDII, Tamil Nadu, Dr.J.Gandhiraman, Entrepreneur were the dignitaries invited for the program. 100 outgoing students from all branches were invited in seminar.



**Dr.K.S.Saji, Principal honouring the resource person Mr.M.Siva Baarathi**



**Dr.K.S.Saji, Principal honouring the resource person Dr.S.Mahaletchumi**

**Mr.Siva Baarathi**, Field Co-ordinator, AURCT, Anna University Regional office Tirunelveli-EDC HUB shared his views on importance of entrepreneurship with many real time field examples and discussions with the help of popular Entrepreneurial skill development product videos. He also explained the area and field of start up business. His speech was started with question answer session in which students can clear their doubts.



**Presentation by Mr.Siva Baarathi**



**Dr.S.Mahaletchumi giving her presentation**

**Dr.S.Mahaletchumi**, Trainer, Entrepreneurship Development and Innovation Institute, Tamil Nadu presented her topic on Entrepreneurship and Innovation. She interacted with students and explained about various needs of Entrepreneurial skills and importance of innovative thoughts. She also addressed the participants on ideation process, leadership skills and selecting best idea to develop products.

**Dr.J.Gandhraman**, as an Entrepreneur enlightened students with basic concepts and innovative knowledge about the ways to start up and how to evaluate and use web

based business start up. His Speech began with innovative ideas, techniques to convert ideas into business and how to get Government funds for students business start ups.

The resource persons gave opportunity to interact during presentation and detailed them how entrepreneurs think before arriving at a solution to a problem they have identified. Session was dealt using many real time examples with relevant videos.



**Feedback from a participant**



**Vote of thanks by Mr.P.Muthuraman**

The program wrapped up around 05:00 P.M. The vote of thanks which was given by **Mr.P.Muthuraman**. He thanked all resource persons and participants. The program was quite useful, informative and interesting too.