

A Report on “Entrepreneurship Awareness - Interaction Meet” for I U.G. Students 2022-23

Department Name: Entrepreneurship Development Cell

Objectives:

1. To create awareness among the students to think about business
2. To motivate the youth mind to learn entrepreneurial skills
3. To impart some idea on self employment and its privileges
4. To provide a business platform for the students to make it better way

1. Agenda

Date: 17.08.22, 18.08.22, 22.08.22, 23.08.22, 25.08.22 and 29.08.22

Time: 10.30 A.M to 12.15 P.M. and Afternoon session 1.30 P.M. to 4.00 P.M.

Venue: Muthayammal College of Arts and Science, Rasipuram – A, B, C & D -Block

2. Subject / Topic dealt with

Topic: “Entrepreneurship Awareness - Interaction Meet”

Our institution has performed well with lot of cells to impart extra knowledge among the students community. In the case of Entrepreneurship Development Cell is also functioning well in our college to imbibe entrepreneurial ability and practice to promote good business man in the society. “Entrepreneurship Awareness Interaction Meet” programme conducted by EDC from 26.10.21 to 27.10.21. Mr.A.Karthigaiselvam, Asst Prof of Economics, Department of BBA, MCAS had interacted with all the first year U.G. students and shared about EDC activities like awareness programme, orientation programme, E-Talk (Entrepreneur Talk), Guest Lecture etc. In this meet, Coordinator also shared about Business model i.e., Business Plan, opportunities in Micro Small and Medium Enterprises based business, central and state government schemes to establish a business.

This cell is conducting “Guest Lecture”, “Awareness Programme”, and “Field visit” periodically. The purpose of conducting Student interaction by EDC Coordinator is to know about students’ interest on starting business and to hone their mind to think as a business aspirant. This meet would be conducted not only to create awareness but to know about the student’s mentality and their selection of career. This meet would also be used to gather interested students,

3. Photograph



Mr.A.Karthigaiselvam, Asst Prof of Economics and Coordinator for EDC interacting with First Year U.G. students and shared about entrepreneurship Development Cell activities.

5. Feedback:

Students have interacted with EDC Coordinator and gained lot of information about entrepreneurship and its opportunities. Many students opinioned that the EDC is performing good role and students should utilize the chance to learn and apply in real life.

6. No. of Staff Participant: Nil

No. of students: EDC Coordinator interacted nearly with 1200 students.

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A Report on Entrepreneurship Development Cell Orientation Programme on “Business Mindset for Present Youth” 2022-23

Department Name: Entrepreneurship Development Cell

Objectives:

1. To offer guidance to the students to learn entrepreneurship skill.
2. To develop the students mind to think as a business man.
3. To impart awareness on Central and State Government Scheme to establish business.

1. Agenda

Date: 07.09.22 **Time:** 9.30 A.M. to 11.15 A.M.

Venue: Muthayammal College of Arts and Science, Rasipuram – B-Block Conference Hall

2. Subject / Topic dealt with

Topic: Orientation for I U.G. Students on “Business Mindset for present youth”

Our college has offered many co-curricular activities including cell which form the awareness and personal improvement apart from the curriculum. Entrepreneurship Development Cell has formed to impart entrepreneurship skills and qualities among the student’s community. In this event, Dr.R.Selvakumaran acted as a Resource Person and delivered a speech on “Business Mindset for Present Youth” for the digitalized youth. He has highlighted on innovative idea, idea generation, creativity, copy right, intellectual property rights, trade mark, advertising and sales promotion and social development.

This cell is conducting “Guest Lecture”, “Awareness Programme”, and “Field visit” periodically. The purpose of conducting orientation is to know about students’ interest on starting business and to hone their mind to think as a business aspirant.

3. Photograph:



Dr.H.Lookman Sithik, Associate Prof in CA Dept and Head – IQAC and Skill Development delivered a special address at the EDC orientation event on 07.10.22. He touched upon idea developing mechanism, innovative ideas, critical and logical thinking aspects and its importance. One who start any business with new idea or existing idea but some changes needed and that will be better for the next level Start-up he said. As an entrepreneur to establish any business they should first address the problem of the society and provide opportunities to grow the future.

5. Feedback

Students have given a positive opinion and shared that it is a great chance to learn business skills and qualities of an entrepreneur. Many students appreciated about E-Cell activities involvement and learning entrepreneurial awareness camp and its tactics. Students have also expressed that they gathered central and state government schemes on business (MSME and TamilNadu Government). Our Director also highlighted copy right, Intellectual Property Rights,

4. No. of Staff Participant: 3 Faculties

No. of students: About 195 students attended and gained.

A Report on “Awareness Programme on Innovation and Start-up”

Objective:

To know about the innovation and its process

To understand the business ideas and entrepreneurship development

To find out interested field of which one can establish a business

To impart Start-up business ideas and maintain the sales promotion

Agenda:

Date: 21.09.2022

Time & Venue: 10.00 A.M. to 11.15 A.M, B-Block Conference Hall

Guest Details:

1. Mr. A.Karthigaiselvam, Asst Prof of Economics,
Department of Business Administration & Coordinator for EDC, MCAS, Rasipuram

Subject: Awareness Programme on “**Innovation and Start-up**”

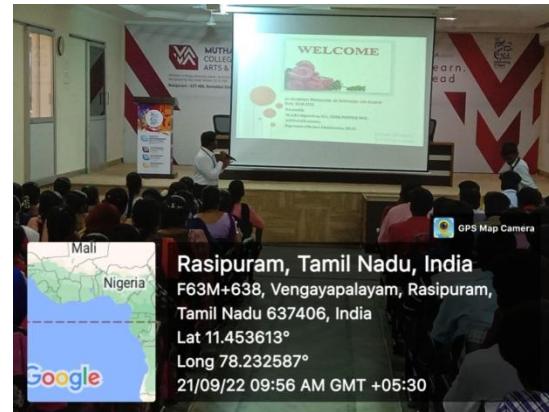
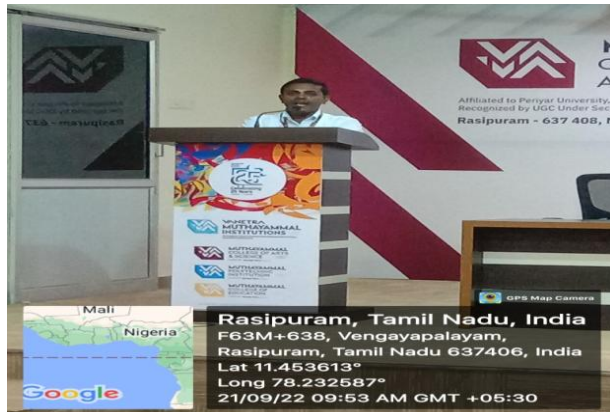
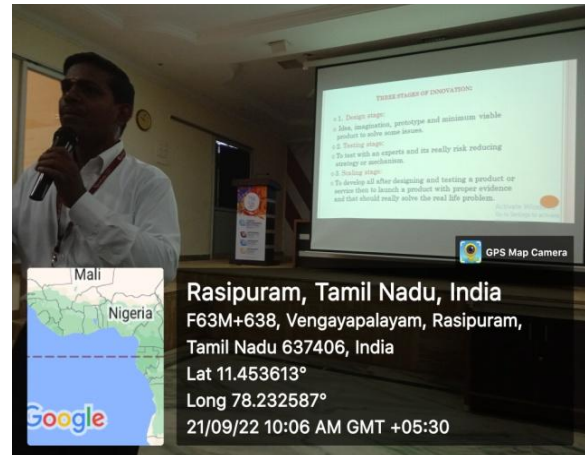
Topic: “Innovation and Start-up”

Mr. A.Karthigaiselvam, Asst Prof of Economics, Department of Business Administration & Coordinator for EDC, MCAS, Rasipuram highlighted that as a youth should decide themselves the opportunities and ideas in establishing business and to provide job opportunities to all. Business ideas can be generated not only from one’s own mind but one who develop skills from others or sharing information from one person to other etc. As a business man should also think about Start-up business that will give new solution for a current problem faced by the society. The innovative ideas have given more priority for establishing Startup Company.

As a youth they should first decide which business is suitable for them and how to market that product and above all which product or service we have to decide. As a beginner to run the business, they should first know about the basic ideas about establishing business and choose the location, getting raw material better way, highly demanding product one who choose so that sales to be generated always and earn more profit.

As a coordinator for EDC and I need to share few areas to think on business like agricultural product, organic farming and its marketing, herbal medicine or garden maintaining, poultry and dairy farming, bakery and confectionery etc.

Photos



Mr. A.Karthigaiselvam, Asst Prof of Economics, Department of Business Administration & Coordinator for EDC, MCAS shares his views on Innovation and Startup.

Feedback

Most of the students have interacted with the EDC coordinator and gathered information about business ideas and project report. Some students have gathered business plan and loan process to establish the business. This awareness programme has really useful for them to make their ideas better to start the business good way.

6. No. of Student Participant: Nearly 195 students took part in the programme.

No. of Staff Participant: Nearly 2 faculties took part in the programme.

A Report on Entrepreneurship Awareness Meet

(For II & III Year U.G. Students)

Department Name: Entrepreneurship Development Cell

1. Objectives:

- To create awareness among the students to think about business
- To motivate the youth mind to learn innovation and entrepreneurship
- To provide information about MSME and its role
- To give some idea to the students to choose their interested field and bring the new idea

2. Agenda

Resource Person: Mr.A.Karthigaiselvam, Assistant Professor of Economics and Coordinator for EDC

Date: 13.10.22 **Time:** 10.00 P.M. to 11.00 P.M.

Venue: B – Block, Class Room

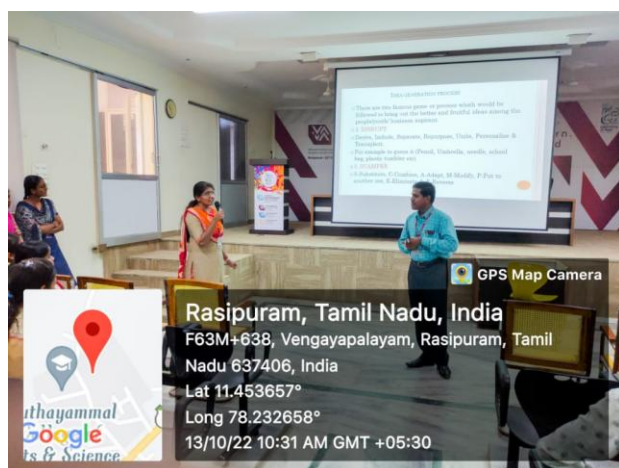
Subject / Topic: Entrepreneurship Awareness Meet

3. Topic: “Entrepreneurship Awareness Meet for II & III Year U.G. students

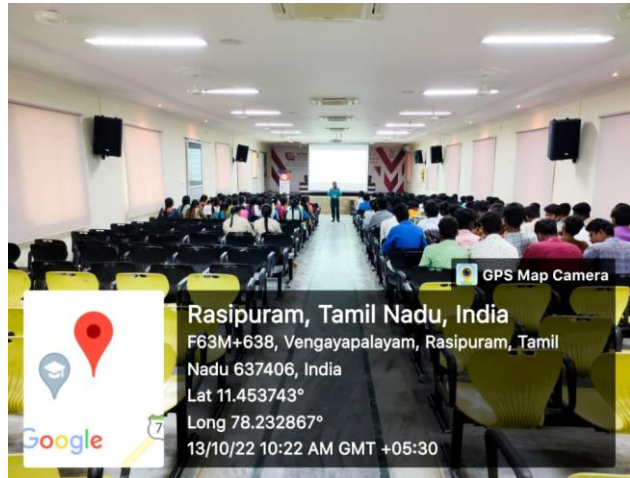
In this programme Mr.A.Karthigaiselvam, Asst Prof of Economics and Coordinator for EDC addressed the gathering.

If a person may think to establish a business in an innovative way that will be appreciated and recognized as a Start-up basis. The government is ready to provide lot of financial assistance and support to settle their life in venture capital or business side. After completing graduation, the student may think about starting business like agriculture side, catering, export units, herbal gardening and marketing etc. The innovation and entrepreneurship are inter-dependent with each other.

4. Photograph:



Mr.A.Karthigaiselvam, Asst Prof of Economics and EDC Coordinator gave the idea generation game in the picture-1 and interacted with the students in the second picture



Mr.A.Karthigaiselvam, Asst Prof of Economics and EDC Coordinator collects idea from the students in the picture-1 and addressed the gathering in the picture -2

5. Feedback:

In this programme II and III year students have got more information about business and current day context. Most of the students have interacted with the EDC coordinator and gave positive opinion about the programme.

6. No. of Student Participant: Nearly 185 students took part in the programme.

No. of Staff Participant: Nearly 2 faculties took part in the programme.

A Report on TamilNadu Student Innovator - 2022

Organised by Entrepreneurship Development Cell, Institution Innovation Council in association with PU-IEDP and EDII – Chennai

1. Objectives:

- To create awareness among the students to think about innovation
- To motivate the youth mind to bring out the innovative business ideas
- To encourage the students to register their idea in the TNSI portal
- To offer guidance to the students to think about start-up business opportunities

2. Agenda

Welcome Address: Rashika S

Introductory Remarks: Dr. N.Sudha, Asst Prof of Chemistry & Head - IIC

Keynote Address: Mr.A.Karthigaiselvam, Asst Prof of Economics and
Coordinator for EDC, MCAS, Rasipuram

Vote of thanks: M.Rithika, II BBA

Date: 12.01.23 **Time:** 10.00 A.M. to 1.00 P.M.

Venue: B – Block, Conference Hall

Subject / Topic: “Awareness Programme on TNSI -2022”

3. Topic: “TamilNadu Student Innovator 2022

In this programme Rashika S of II BBA welcomed the gathering. The TNSI 2022 Programme was conducted by EDC, IIC in association with PU- IEDP and EDII – Chennai on 12.01.2023.

Dr. N.Sudha, Asst Prof of Chemistry & Head - IIC gave an introductory remark on: TamilNadu Student Innovator – 2022”. She highlighted that present youth have enormous chances to exhibit their talents and get reward from government agencies or private sector. Students have to think about business enterprise with innovative way instead of searching job.

Mr.A.Karthigaiselvam, Asst Prof of Economics, Department of BBA and Coordinator for EDC Muthayammal College of Arts and Science who gave a key note address to the students that present youth has lot of opening to excel their life and they should utilize the situation.

This TNSI-2022 programme main aim is to bring out an excellent idea from the students mind and validate that idea, then prove it as a prototype and convert a product or service for the benefit of the society. He pointed out that students have to think about business enterprise mind instead of seeking job.

If a student may think to establish a business in an innovative way that will be appreciated and recognized as a Start-up basis. The government is ready to provide lot of financial assistance and support to settle their life in venture capital or business side.

After completing graduation, the student may think about starting business like agriculture side, catering, export units, herbal gardening and marketing etc. If a student can think newly or anything

to be modified from the existing idea that will be invited and registered in the portal of TNSI 2022. The best idea will be awarded and encourage the students to start the business.

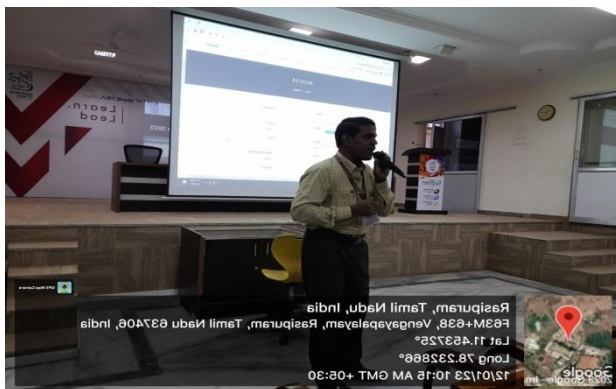
He also has given good option to the students to make use of it and bring their idea to register in the portal. Before to register the idea, the student has to decide about name of the Start-up, to give brief information about the business and product, identification of problem, finding solution, project report or business plan etc. He also gave some tips to select the domain like manufacturing goods, marketing or product etc of which one can select to give an idea and convert that idea into product. The programme has concluded with feedback session and students raised some questions about product identification, location of the business enterprise selection, risk and uncertainty in finance part etc.

Demo Session:

Before to register the student idea in the portal, they should first go to the website address related with EDII-Tamil Nadu. Students have to fill the candidate registration and TNSI registration to enter their innovative idea and fill whatever the requirements asked by the TNSI portal.

Finally, the programme concluded with vote of thanks given by M.Rithika, II BBA.

4. Photograph:



Mr.A.Karthigaiselvam, Asst Prof of Economics oriented about TNSI 2022 and its significance.



Dr.N.Sudha, Asst Prof of Chemistry gave an Introductory remarks in this programme.



Students have actively involved in the TNSI 2022 awareness programme.



Mr.A.Karthigaiselvam, Asst Prof of Economics gave a demo to register innovative idea in the portal

5. Feedback:

The TNSI – 2022 programme was really good to the students mind and they gave a positive opinion about this and learned a lot. Students also opined that this type of programme enable the students mind to think something newly apart from their curriculum. Each student has enjoyed the programme and got benefit also.

6. No. of Staff Participant: Nearly 2 faculties took part in the programme.

No. of Staff Participant: Nearly 184 students took part in the programme.

A Report on “Awareness Programme on Business Plan Preparation”

Department Name: Entrepreneurship Development Cell

1. Objectives:

To create awareness among the students to seek business opportunities

To motivate the youth mind to bring out the innovative business ideas

To encourage the students to know about business plan for securing fund from bank

To offer guidance to the students to get an experience about particular business area

2. Agenda

Welcome Address: Rashika S

Introductory Remarks: Dr. N.Sudha, Asst Prof of Chemistry & Head - IIC

Keynote Address: Mr.A.Karthigaiselvam, Asst Prof of Economics, MCAS, Rasipuram

Vote of thanks: M.Rithika, II BBA

Date: 21.01.23 **Time:** 10.00 A.M. to 11.15 A.M.

Venue: B – Block, Conference Hall

Subject / Topic: “Awareness Programme on Business Plan Preparation”

3. Topic: “Business Plan Preparation for U.G. Students”

In this programme Rashika S of II BBA welcomed the gathering.

Dr. N.Sudha, Asst Prof of Chemistry & Head - IIC gave an introductory remarks on : “Business Plan” She highlighted that present youth have enormous chances to exhibit their talents and get reward from government agencies or private sector. Students have to think about business enterprise with innovative way instead of searching job. She emphasized that preparing business plan will be useful for future business man.

Mr.A.Karthigaiselvam, Asst Prof of Economics, Coordinator for EED, Department of BBA, Muthayammal College of Arts and Science who gave a key note address to the students that present youth has lot of opening to excel their life and they should utilize the business opportunities.

In this programme, he emphasized on the role of MSME, DIC and its responsibilities, As a new comer who starts a business, he should first know about business plan and that would be useful to succeed ones business better way. In this business plan, each business man must know about the identification of the product, securing fund, man power, location of the business, market survey, technology in production, ownership of business, purchasing raw-material and machinery, competitor, target audience etc.

Preparation of business plan is either formal or informal one. But the formal level is always better to get financial assistance from the public sector banks as well as business opportunities. He also conducted an activity based competition and gave a prize on the spot to encourage our students to think about business ideas/

Finally, the programme concluded with vote of thanks given by M.Rithika, II BBA.

4. Photograph:

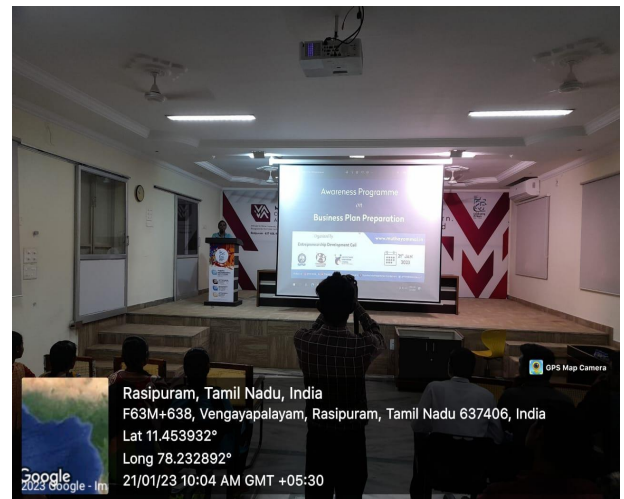


EDC coordinator addressed the gathering

EDC students observed the lecture



Dr.N.Sudha, IIC Head interacted with the students



EDC coordinator interacted with our students

5. Feedback:

The programme was really useful and students gained more knowledge about business plan and its guidelines. Most of the students opined that as a beginner of business man surely learned more to establish a business and securing fund from the banks with best possible manner.

6. No. of Staff Participant: Nearly 2 faculties took part in the programme.

No. of Staff Participant: Nearly 185 students took part in the programm

A Workshop on Innovation and Entrepreneurship

Department Name: Entrepreneurship Development Cell

1. Objectives:

1. To offer various sources of business ideas to the students to think about business
2. To learn innovative idea based business model in practical world
3. To impart awareness on innovation and entrepreneurship for younger generation
4. To provide business opportunities for the youth to establish the business on their own

2. Agenda

Date: 15.02.23 **Time:** 9.30 A.M. to 1.00 P.M.

Venue: Muthayammal College of Arts and Science, Rasipuram – B-Block Conference Hall

3. Subject / Topic: “A Workshop on Innovation and Entrepreneurship”

Chief Guest:

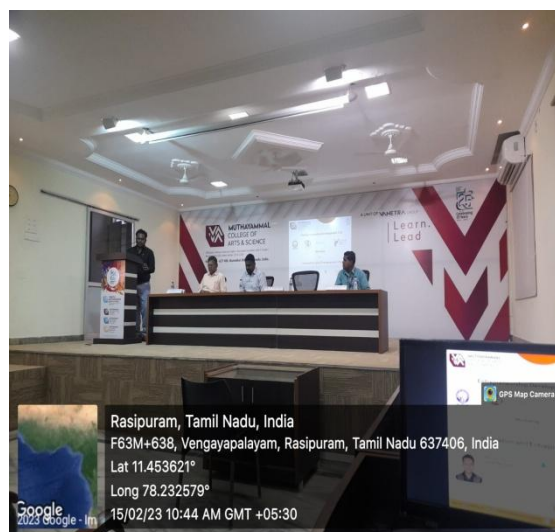
Mr.P.Praveen

Managing Director,
Innovative Green Technology,
Land Safe Trade Private Limited, India,
Sea Benz Hub Limited,
Mauritius and Hermico Limited

To develop the students mind apart from their curriculum, the EDC organized “A Workshop on Innovation and Entrepreneurship” for I, II and III year U.G. students. In this programme, **Mr.P.Praveen**, Managing Director, Innovative Green Technology was the Chief Guest. He focused on four types of business model which would establish business opportunities in this digitalized economy. He gave Business to Business Model, Business to Consumer Model, Subscription Based Model and On Demand Business Model. He highlighted innovation and its sources to create the business opportunities.

Innovators create new product or services but the entrepreneur only to turn into that idea convert into business line. Nothing comes easy without hard work and strategy. Today business world mainly focused on smart work more than hard work. He finally touched upon brand awareness and one who sells original and durable product that will speak their product quality.

4. Photograph:





Students eagerly observe the Resource Person speech

5. Feedback

Students have given a positive opinion and interacted with the Resource Person frequently. Most of the students have got business based opportunities from the Chief Guest and he gave good ideas to the students. Students have also got branding secret and business tactics.

6. No. of Staff Participant: 3 Faculties

No. of students: About 220 students attended and gained.

Muthayammal College of Arts and Science Entrepreneurs Development Cell

EDC Program / Event – Report

Title of Program : An Orientation program on Business Ideas for Younger Generation

Expert Resource Speaker : **Dr.A.Apdhul Kathar** ,Field Coordinator - PU-IEDP –HUB,
Periyar University, Salem-11.

Organizer : EDC Cell & Institution's Innovation Cell

Date & Time : 12/9/2023 & 10.00 AM – 12.30PM

Mode / Venue : Offline Mode / B Block Conference Hall

1. Objective

- Enhancing the knowledge and skill of entrepreneurs .
- To develop a business Plan.
- Strengthen and increase the number of entrepreneurs.

2. Guest Details / Agenda

Dr.A.Apdhul Kathar ,Field Coordinator - PU-IEDP –HUB,
Periyar University, Salem-11.

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- Encouraging the students to face the social change and improving lives.
- Improving the quality of life with new ideas and building functional products or services.
- Enhancing one's capacity to work efficiently alone, as well as in collaboration.
- Reaching the desired goals and achieving excellent results.

Muthayammal College of Arts and Science Entrepreneurs Development Cell

EDC Program / Event – Report

4. Session / Program / Event Photographs



5. Feedback (Collected through Google Form Feed Back link)

The outcomes & content is relevant to academic, and to pursue creativity & innovation, startup, entrepreneurship initiatives and is career oriented.

6. Participants

(i) Number of Staff Participants: 05

(ii) Number of Students Participants: 100, (B.Sc Physics, B.Com, BBA, B.Sc., CS, B.Sc., IT, B.Sc., TFD)

Prepared By

Dr. C. Indira Priyadharsini

Coordinator – EDC

Assistant professor in physics,

MCAS

**Muthayammal College of Arts and Science
Entrepreneurs Development Cell**

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Muthayammal College of Arts and Science

Institution's Innovation Cell

(Established as per the norms of Ministry of Education's Innovation Cell)

IIC Program / Event – Report

Title of Program : A Session on “ Green Energy: Innovative NextGen Bio Fuel from Marine Algae “

Expert Resource Speaker : Er.G.M.Srinivasan, BTech, Petrochemical Technologist, Galileo Offshore & Research and Development Private Limited, Nagapattinam – Tamilnadu, India

Organizer : Institution's Innovation Cell

Date & Time : 19/8/2023 , 11AM – 12.30PM

Mode / Venue : On Line Mode, Google Meet

1. Objective

- The program conducted on the guidelines of Ministry of Education's Innovation Cell
- With the objective of the program in emerging innovative technologies for enhancing Microalgae Bio fuel Production: Recent Progress, Barriers, and Limitations

2. Guest Details / Agenda

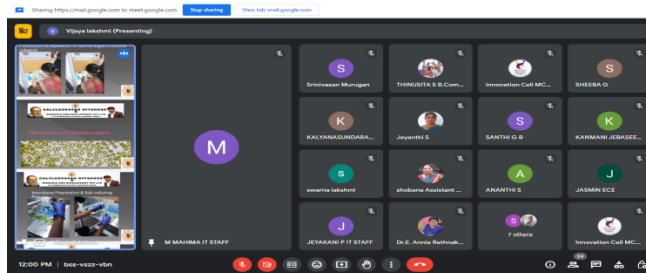
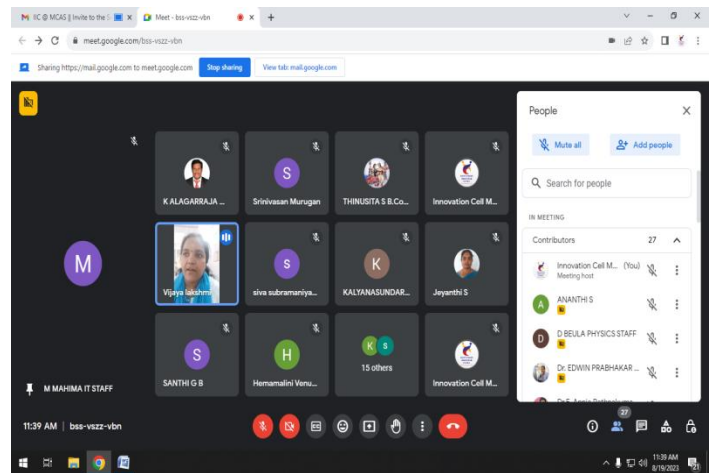
- Er.G.M.Srinivasan, BTech, Petrochemical Technologist, Galileo Offshore & Research and Development Private Limited, Nagapattinam – Tamilnadu, India
-

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- Advantage in biotechnology, such as the ability to genetically engineer algae to produce more oils
- Emerging Technologies for Enhancing Microalgae Biofuel Production: Recent Progress, Barriers, and Limitations
- Sustainable Energy & Power Systems Research Centre
- Most effective sources of renewable energy production

**Muthayammal College of Arts and Science
Institution's Innovation Cell
(Established as per the norms of Ministry of Education's Innovation Cell)
IIC Program / Event – Report**

4. Session / Program / Event Photographs



5. Feedback (Collected through Google Form Feed Back link)

Benefitted on the awareness of emerging innovative technologies for enhancing Microalgae Bio fuel Production: Recent Progress, Barriers, and Limitations

6. Participants

- (i) Number of Staff Participants: 04
- (ii) Number of Students Participants: 20 (UG Bio Technology)
- (iii) Number of External Participants (Staff/Students): 20

The Session / Program / Event posted on VMI Innovation cell Face book:

Prepared By

Mr.R.Kaviarasan, MTech(IIT-Madras)

Coordinator – IIC / MCAS



Muthayammal College of Arts and Science

Institution's Innovation Cell

(Established as per the norms of Ministry of Education's Innovation Cell)

IIC Program / Event – Report

Title of Program	: A Session on “Angel Investment/ VC Funding Opportunity for Early Stage Entrepreneurs “
Expert Resource Speaker	: Mrs.P.Gayathri, Assistant professor.Department of Commerce,Muthayammal College of Arts and Science(Autonomous)
Organizer	: Institution's Innovation Cell
Date & Time	: 25/8/2023 ,& 2PM – 3.30PM
Mode / Venue	: Offline Mode / D Block AV Hall

1. Objective

- The program conducted on the guidelines of Ministry of Education's Innovation Cell
- To give an insight on Angel Investment/ VC Funding Opportunity for Early Stage Entrepreneurs
- To orient on the Techniques to bounce ideas, seek guidance and mentorship.

2. Guest Details / Agenda

- Ms.GAYATHRI P, Assistant professor.Department of Commerce,Muthayammal College of Arts and Science(Autonomous)

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- The program designed to give an exposure on Angel Investors providing funds to small start-ups in projects
- The program designed to give an overview on seed capital to finance innovations in the pre-start up stage
- The pitfalls in the early stage of the start-ups, and methods to overcome them
- Brainstorming session on the techniques to bounce ideas, seek guidance and mentorship.

Muthayammal College of Arts and Science
Institution's Innovation Cell
(Established as per the norms of Ministry of Education's Innovation Cell)
IIC Program / Event – Report

4. Session / Program / Event Photographs



MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE
Affiliated to Periyar University, Salem
Accredited by NAAC with 'A' Grade
Recognized by UGC under Section 2(f) & 12 (B)
Recognized by STAR College Scheme - DBT (2018 -2021)
RASIPURAM, NAMAKKAL Dt -637 408, TAMIL NADU, INDIA

Institution's Innovation Council (IIC)
organizes
A Session
on
Angel Investment/VC Funding Opportunity for Early Stage Entrepreneurs

Speaker
Mrs. P. Gayathri,
Assistant Professor of Commerce,
Innovation Ambassador
Muthayammal College of Arts
and Science(Autonomous), Rasipuram

25th AUG
2023
2.00
PM
Venue : D - Block AV Hall

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5. Feedback (Collected through Google Form Feed Back link)

The outcomes & content is relevant to academic, and to pursue creativity & innovation, startup, entrepreneurship initiatives and is career oriented.

6. Participants

(i) Number of Staff Participants: 02

(ii) Number of Students Participants: 50 (B.Com & B.Com CA – 1st,2nd,3rd years, BCA)

(iii) Number of External Participants (Staff/Students): Nil

The Session / Program / Event posted on VMI Innovation cell Face book:

Prepared By

Mr.R.Kaviarasan, MTech(IIT-Madras)

Coordinator – IIC / MCAS



Muthayammal College of Arts and Science

Institution's Innovation Cell

(Established as per the norms of Ministry of Education's Innovation Cell)

IIC Program / Event – Report

Title of Program : A Session on “The Future of Work - Innovation Trends, Emergent Skills & Opportunities “

Expert Resource Speaker : Mr.R.Kaviarasan, Coordinator-IIC,R&D Member ,Muthayammal College of Arts and Science(Autonomous)

Organizer : Institution's Innovation Cell

Date & Time : 30/8/2023 ,& 2PM – 3.30PM

Mode / Venue : Offline Mode / D Block AV Hall

1. Objective

- The program conducted on the guidelines of Ministry of Education's Innovation Cell
- To emphasize Industry 4.0, Innovation & 21st Century Skills which intend to guide new objectives that address cutting-edge technology and creative thinking

2. Guest Details / Agenda

- Mr.R.Kaviarasan, Coordinator-IIC,R&D Member ,Muthayammal College of Arts and Science(Autonomous)

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- The outcome of the program emphasizing Industry 4.0, Innovation & 21st Century Skills which intend to guide new objectives that address cutting-edge technology and creative thinking.
- The millennial, technologies, globalization, mobility, new attitudes
- How workforces and workplaces can prepare for those changes about how work could shift

**Muthayammal College of Arts and Science
Institution's Innovation Cell
(Established as per the norms of Ministry of Education's Innovation Cell)
IIC Program / Event – Report**

4. Session / Program / Event Photographs



5. Feedback (Collected through Google Form Feed Back link)

The outcomes & content is relevant to academic, and to pursue creativity & innovation, startup, entrepreneurship initiatives and is career oriented.

6. Participants

- (i) Number of Staff Participants: 02
- (ii) Number of Students Participants: 50 (B.Com 1st Year & 2nd Year)
- (iii) Number of External Participants (Staff/Students): Nil

The Session / Program / Event posted on VMI Innovation cell Face book:

Prepared By

Mr.R.Kaviarasan, MTech(IIT-Madras)

Coordinator – IIC / MCAS

Muthayammal College of Arts and Science

Institution's Innovation Cell

(Established as per the norms of Ministry of Education's Innovation Cell)

IIC Program / Event – Report

Title of Program	: Orientation Session on Smart India Hackathon'2023
Expert Resource Speaker:	Mr.R.Kaviarasan, Coordinator-IIC, R&D Member, Muthayammal College of Arts and Science(Autonomous), Rasipuram
Organizer	: Institution's Innovation Cell
Date & Time	: 14/9/2023 & 11:30PM – 12.30PM
Mode / Venue	: Offline Mode / C Block AV Hall

1. Objective

- The program conducted on the guidelines of Ministry of Education's Innovation Cell
- To Orientate On Smart India Hackathon 2023 to nurture a culture of innovation
- To Orientate students in contributing their ideas against 16 predefined themes, ranging from technology and sustainability to healthcare and agriculture.

2. Guest Details / Agenda

- Mr.R.Kaviarasan, Coordinator-IIC, R&D Member, Muthayammal College of Arts and Science(Autonomous), Rasipuram

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- Scouting for opportunities to identify Problem Statements to find a feasible solution
- Explained about how to identify the problem in and around us with Use Case Scenarios
- Smart India Hackathon 2023 is a nationwide initiative to provide students a platform to solve some of the pressing problems we face in our daily lives, and thus inculcate a culture of product innovation and a mindset of problem solving.

**Muthayammal College of Arts and Science
Institution's Innovation Cell
(Established as per the norms of Ministry of Education's Innovation Cell)
IIC Program / Event – Report**

4. Session / Program / Event Photographs



5. Feedback (Collected through Google Form Feed Back link)

The outcomes & content is relevant to academic, and to pursue creativity & innovation, startup, entrepreneurship initiatives and is career oriented.

6. Participants

- (i) Number of Staff Participants: 04
- (ii) Number of Students Participants: 50
- (iii) Number of External Participants (Staff/Students): Nil

The Session / Program / Event posted on VMI Innovation cell Face book:

Prepared By

Mr.R.Kavirasan, MTech(IIT-Madras)

Coordinator – IIC / MCAS

Muthayammal College of Arts and Science

Institution's Innovation Cell

(Established as per the norms of Ministry of Education's Innovation Cell)

IIC Program / Event – Report

Title of Program : MoU Signing Ceremony with AIC RAISE BUSINESS INCUBATOR PRIVATE LIMITED

Expert Resource Speaker : Mr. Arun Raaj Manickaraj Associate Vice President - Atal Incubation Centre- RAISE BUSINESS INCUBATOR PRIVATE LIMITED

Organizer : Institution's Innovation Cell

Date & Time : 11/10/2023 , & 10 AM

Mode / Venue : Offline Mode / Principal Office

1. Objective

- The program conducted on the guidelines of Ministry of Education's Innovation Cell
- A professionally driven structured Memorandum of Understanding between Muthayammal College of Arts and Science and AIC RAISE BUSINESS INCUBATOR PRIVATE LIMITED, Coimbatore
- To motivate, inspire, and ideate in early days which later drive ideas into meaningful products which is validated by industry experts

2. Guest Details / Agenda

- Mr. Arun Raaj Manickaraj Associate Vice President - Atal Incubation Centre- RAISE BUSINESS INCUBATOR PRIVATE LIMITED

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- A professionally driven structured Memorandum of Understanding between Muthayammal College of Arts and Science and AIC RAISE BUSINESS INCUBATOR PRIVATE LIMITED, Coimbatore, signed on the 11th of October 2023
- Designed in a manner to bring maximum inclusion and opportunity for student entrepreneurs providing mentoring and support nurturing innovations and startups of varied sectors including social impact, technology, education etc. which are falling under the United Nation's Sustainable Development Goals.
- The MoU Program aims to motivate, inspire, and ideate in early days which later drive ideas into meaningful products which is validated by industry experts, collaborating to strengthen the start-up and innovation ecosystem in the region.

**Muthayammal College of Arts and Science
Institution's Innovation Cell
(Established as per the norms of Ministry of Education's Innovation Cell)
IIC Program / Event – Report**

4. Session / Program / Event Photographs



5. Feedback (Collected through Google Form Feed Back link)

The outcomes & content is relevant to academic, and to pursue creativity & innovation, startup, entrepreneurship initiatives and is career oriented.

6. Participants

(i) Number of Staff Participants: 5

(ii) Number of Students Participants: 50 (B.Com CA 2nd, year, BCA 1st & 2nd Yr, B.Sc CS 1st & 2nd Yr)

(iii) Number of External Participants (Staff/Students): Nil

The Session / Program / Event posted on VMI Innovation cell Face book:

Prepared By

Mr.R.Kaviarasan, MTech(IIT-Madras)

Coordinator – IIC / MCAS

Muthayammal College of Arts and Science

Institution's Innovation Cell

(Established as per the norms of Ministry of Education's Innovation Cell)

IIC Program / Event – Report

Title of Program : Innovative Ideas for New Entrepreneurs

Expert Resource Speaker : Ms.A.Ramya,Assistant Professor of English, MCAS
Organizer : Institution's Innovation Cell & EDC Cell

Date & Time : 09/11/2023 & 10AM – 11.00 AM

Mode / Venue : Offline Mode / C Block AV Hall

1. Objective

- The program conducted on the guidelines of Ministry of Education's Innovation Cell
- With the objective of the program for opportunity creation with Entrepreneurial activities to influence local, regional & country's economic performance by bringing new products, methods more creatively.

2. Guest Details / Agenda

- Ms.A.Ramya,Assistant Professor of English, MCAS
-

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- Entrepreneurial attitude: Innovation, opportunity seeking, risk taking, passion, bravery, flexibility, strong work ethics and integrity.
- Entrepreneurial behavior: Grasping opportunity, Taking initiative, Solving problems, Managing autonomously, Taking responsibility for, and ownership, of things, Seeing things through, Networking effectively to manage interdependence, Putting things together creatively, Using judgment to take calculative risk.

**Muthayammal College of Arts and Science
Institution's Innovation Cell
(Established as per the norms of Ministry of Education's Innovation Cell)
IIC Program / Event – Report**

4. Session / Program / Event Photographs



5. Feedback (Collected through Google Form Feed Back link)

The outcomes & content is relevant to academic, and to pursue creativity & innovation, startup, entrepreneurship initiatives and is career oriented.

6. Participants

- (i) Number of Staff Participants: 02
- (ii) Number of Students Participants: 40 (BA English 1st Yr: 20, B.Sc CS 1st Yr: 20)
- (iii) Number of External Participants (Staff/Students): Nil

The Session / Program / Event posted on VMI Innovation cell Face book:

Prepared By

Mr.R.Kaviarasan, MTech(IIT-Madras)

Coordinator – IIC / MCAS

Muthayammal College of Arts and Science

Institution's Innovation Cell

(Established as per the norms of Ministry of Education's Innovation Cell)

IIC Program / Event – Report

Title of Program	: A Session on “Opportunity Meets Effort: Entrepreneurs as Job Creators “
Expert Resource Speaker	: Dr.C.Indira Priyadharsini , Assistant professor in physics , EDC Coordinator, Muthayammal College of Arts and Science(Autonomous), Rasipuram
Organizer	: Institution's Innovation Cell
Date & Time	: 08/8/2023 & 2PM – 3.30PM
Mode / Venue	: Offline Mode / D Block AV Hall

1. Objective

- The program conducted on the guidelines of Ministry of Education's Innovation Cell
- With the objective of the program for opportunity creation with Entrepreneurial activities to influence local, regional & country's economic performance by bringing new products, methods more creatively.

2. Guest Details / Agenda

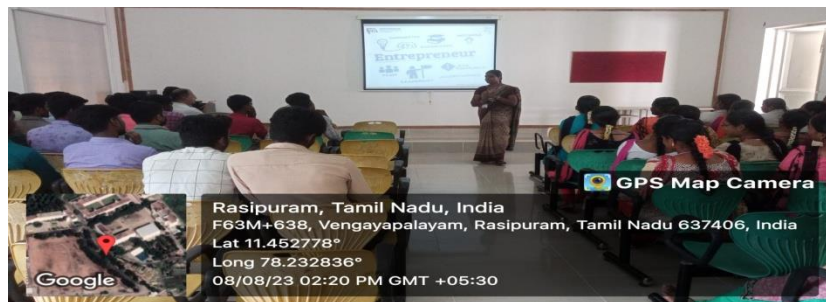
- Dr.C.Indira Priyadharsini , Assistant professor in physics , EDC Coordinator, Muthayammal College of Arts and Science(Autonomous), Rasipuram

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- Scouting for opportunities to identify Problem Statements to find a feasible solution
- Entrepreneurship skills: Creative thinking, problem solving, communication, finance management, leadership skills, planning, decision making, market information and time management.
- Entrepreneurial attitude: Innovation, opportunity seeking, risk taking, passion, bravery, flexibility, strong work ethics and integrity.
- Entrepreneurial behavior: Grasping opportunity, Taking initiative, Solving problems, Managing autonomously, Taking responsibility for, and ownership, of things, Seeing things through, Networking effectively to manage interdependence, Putting things together creatively, Using judgment to take calculative risk.
- Explained about how to identify the problem in and around us with Use Case Scenarios

**Muthayammal College of Arts and Science
Institution's Innovation Cell
(Established as per the norms of Ministry of Education's Innovation Cell)
IIC Program / Event – Report**

4. Session / Program / Event Photographs



5. Feedback (Collected through Google Form Feed Back link)

The outcomes & content is relevant to academic, and to pursue creativity & innovation, startup, entrepreneurship initiatives and is career oriented.

6. Participants

- (i) Number of Staff Participants: 04
- (ii) Number of Students Participants: 53
- (iii) Number of External Participants (Staff/Students): Nil

The Session / Program / Event posted on VMI Innovation cell Face book:

Prepared By

Mr.R.Kaviarasan, MTech(IIT-Madras)

Coordinator – IIC / MCAS

Muthayammal College of Arts and Science

Institution's Innovation Cell

(Established as per the norms of Ministry of Education's Innovation Cell)

IIC Program / Event – Report

Title of Program	: Orientation & Field Visit To Raise Awareness on Smart Innovative - Waste Management & Recycling
Expert Resource Speaker	: DR. S. ANBALAGAN, Associate Professor, Dept.of Microbiology, Muthayammal College of Arts and Science(Autonomous), Rasipuram
Organizer	: Institution's Innovation Cell
Date & Time	: 26/9/2023 & 10AM – 12PM
Mode / Venue	: Offline Mode / A Block AV Hall & Field Visit @ MCAS

1. Objective

- To conduct program on the guidelines of Ministry of Education's Innovation Cell
- To Orient & Field Visit To Raise Awareness on Smart Innovative - Waste Management & Recycling
- To give Awareness on solid waste management will change people's attitudes regarding trash.

2. Guest Details / Agenda

- DR. S. ANBALAGAN, Associate Professor, Dept.of Microbiology, Muthayammal College of Arts and Science(Autonomous), Rasipuram

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- Scouting for opportunities to identify Problem Statements to find a feasible solution
- Orientation & Field Visit To Raise Awareness on Smart Innovative – Waste Management & Recycling
- Innovations in waste management have proven successful in improving waste collection, disposal, and recycling while enabling traceability and transparency.
- Explained about Recycling visiting Waste Management & Recycling in MCAS campus with Use Case Scenarios

**Muthayammal College of Arts and Science
Institution's Innovation Cell
(Established as per the norms of Ministry of Education's Innovation Cell)
IIC Program / Event – Report**

4. Session / Program / Event Photographs



5. Feedback (Collected through Google Form Feed Back link)

The outcomes & content is relevant to academic, and to pursue creativity & innovation, startup, entrepreneurship initiatives and is career oriented.

6. Participants

- (i) Number of Staff Participants: 02
- (ii) Number of Students Participants: 40 (UG B.Com, B.Com CA)
- (iii) Number of External Participants (Staff/Students): Nil

The Session / Program / Event posted on VMI Innovation cell Face book:

Prepared By

Mr.R.Kaviarasan, MTech(IIT-Madras)

Coordinator – IIC / MCAS



Muthayammal College of Arts and Science

Institution's Innovation Cell

(Established as per the norms of Ministry of Education's Innovation Cell)

IIC Program / Event – Report

Title of Program : Sustainability Hackathon'2023 : Solutions for Sustainability Challenges

Expert Resource Speaker : Mr.Arun Raaj Manickaraj Associate Vice President - Atal Incubation Centre- RAISE BUSINESS INCUBATOR PRIVATE LIMITED

Organizer : Institution's Innovation Cell

Date & Time : 11/10/2023 ,& 1 PM – 3.30 PM

Mode / Venue : Offline Mode / B Block Conference Hall

1. Objective

- The program conducted on the guidelines of Ministry of Education's Innovation Cell
- To orient on the Techniques to bounce ideas, seek guidance and mentorship.
- Shortlisted Top 2 Teams from 10 Teams, by Jury

2. Guest Details / Agenda

- Mr.Arun Raaj Manickaraj Associate Vice President - Atal Incubation Centre- RAISE BUSINESS INCUBATOR PRIVATE LIMITED

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- The program designed to give an exposure on Angel Investors providing funds to small start-ups in projects
- Brainstorming session on the techniques to bounce ideas, seek guidance and mentorship.
- Shortlisted 10 Teams presented their Ideas to Jury and Top 2 Teams were shortlisted for further Mentoring by both MCAS & AIC Raise

**Muthayammal College of Arts and Science
Institution's Innovation Cell
(Established as per the norms of Ministry of Education's Innovation Cell)
IIC Program / Event – Report**

4. Session / Program / Event Photographs



5. Feedback (Collected through Google Form Feed Back link)

The outcomes & content is relevant to academic, and to pursue creativity & innovation, startup, entrepreneurship initiatives and is career oriented.

6. Participants

- (i) Number of Staff Participants: 5
- (ii) Number of Students Participants: 50 (B.Com CA 2nd, year, BCA 1st & 2nd Yr, B.Sc CS 1st & 2nd Yr)
- (iii) Number of External Participants (Staff/Students): Nil

The Session / Program / Event posted on VMI Innovation cell Face book:

Prepared By

Mr.R.Kaviarasan, MTech(IIT-Madras)

Coordinator – IIC / MCAS

Muthayammal College of Arts and Science

Institution's Innovation Cell

(Established as per the norms of Ministry of Education's Innovation Cell)

IIC Program / Event – Report

Title of Program : Motivational Session for Successful Entrepreneurship & Start-up
Expert Resource Speaker : Mr.A.Karthigaiselvam, Department of Business Administration,MCAS
Organizer : Institution's Innovation Cell & EDC Cell
Date & Time : 30/10/2023 & 1.30 – 3.00 PM
Mode / Venue : Offline Mode / B Block Mini Seminar Hall

1. Objective

- The program conducted on the guidelines of Ministry of Education's Innovation Cell
- With the objective of the program for opportunity creation with Entrepreneurial activities to influence local, regional & country's economic performance by bringing new products, methods more creatively.

2. Guest Details / Agenda

- Mr.A.Karthigaiselvam, Department of Business Administration,MCAS

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- Scouting for opportunities to identify Problem Statements to find a feasible solution
- Entrepreneurship skills: Creative thinking, problem solving, communication, finance management, leadership skills, planning, decision making, market information and time management.
- Entrepreneurial attitude: Innovation, opportunity seeking, risk taking, passion, bravery, flexibility, strong work ethics and integrity.
- Entrepreneurial behavior: Grasping opportunity, Taking initiative, Solving problems, Managing autonomously, Taking responsibility for, and ownership, of things, Seeing things through, Networking effectively to manage interdependence, Putting things together creatively, Using judgment to take calculative risk.
- Explained about how to identify the problem in and around us with Use Case Scenarios

**Muthayammal College of Arts and Science
Institution's Innovation Cell
(Established as per the norms of Ministry of Education's Innovation Cell)
IIC Program / Event – Report**

4. Session / Program / Event Photographs



5. Feedback (Collected through Google Form Feed Back link)

The outcomes & content is relevant to academic, and to pursue creativity & innovation, startup, entrepreneurship initiatives and is career oriented.

6. Participants

- (i) Number of Staff Participants: 02
- (ii) Number of Students Participants: 40 (B.Com CA 2nd Yr: 10, BBA 2nd Yr: 20)
- (iii) Number of External Participants (Staff/Students): Nil

The Session / Program / Event posted on VMI Innovation cell Face book:

Prepared By

Mr.R.Kaviarasan, MTech(IIT-Madras)

Coordinator – IIC / MCAS

Muthayammal College of Arts and Science

Institution's Innovation Cell

(Established as per the norms of Ministry of Education's Innovation Cell)

IIC Program / Event – Report

Title of Program	: The Future of Car Rental - Trends and Innovations In The Industry
Expert Resource Speaker	: Mr.R.Kaviarasan,MTech (IIT-Madras), Coordinator, Institution's Innovation Cell Muthayammal College of Arts and Science (Autonomous)
Organizer	: Institution's Innovation Cell & EDC Cell
Date & Time	: 03/11/2023 & 11.15 – 12.45 PM
Mode / Venue	: Offline Mode / B Block Mini Seminar Hall

1. Objective

- To conduct program on the guidelines of Ministry of Education's Innovation Cell
- To highlight the shift toward environmentally friendly sustainable alternatives, integration of AI, ML and IoT technologies
- To give input on e-AMRIT

2. Guest Details / Agenda

- Mr.R.Kaviarasan,MTech (IIT-Madras), Coordinator, Institution's Innovation Cell,Muthayammal College of Arts and Science (Autonomous)

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- The emergence of new mobility solutions is reshaping the transportation landscape
- The future of the car rental industry is very exciting and promises significant evolution and growth, mainly fuelled by advancements in technology and changing consumer demands.
- Technology driven services, Electric Vehicles- Sustainability



Muthayammal College of Arts and Science
Institution's Innovation Cell
(Established as per the norms of Ministry of Education's Innovation Cell)
IIC Program / Event – Report

4. Session / Program / Event Photographs



5. Feedback (Collected through Google Form Feed Back link)

The outcomes & content is relevant to academic, and to pursue creativity & innovation, startup, entrepreneurship initiatives and is career oriented.

6. Participants

- (i) Number of Staff Participants: 04
- (ii) Number of Students Participants: 40 (BA English, B.Com 1st Yr)
- (iii) Number of External Participants (Staff/Students): Nil

The Session / Program / Event posted on VMI Innovation cell Face book:

Prepared By

Mr.R.Kaviarasan, MTech(IIT-Madras)
Coordinator – IIC / MCAS

Muthayammal College of Arts and Science

Institution's Innovation Cell

(Established as per the norms of Ministry of Education's Innovation Cell)

IIC Program / Event – Report

Title of Program : Webinar on Carbon Zero Challenge and Ideas to Impact

Expert Resource Speaker : CZC Team, IIT - Madras

Organizer : Institution's Innovation Council & CZC Team IIT-Madras

Date & Time : 03/11/2023 & 1.30 – 3.00 PM

Mode / Venue : Online Mode / Google Meeting

1. Objective

- To conduct program on the guidelines of Ministry of Education's Innovation Cell
- To orient on Carbon Zero Challenge and Ideas to Impact Challenge
- To create a Global impact by combining three powerful factors "Innovation & Entrepreneurship, Energy & Environment & Youth" to protect future generations

2. Guest Details / Agenda

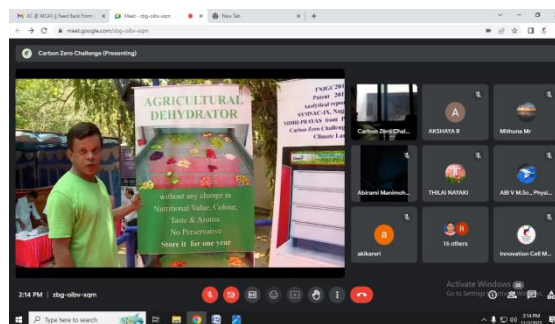
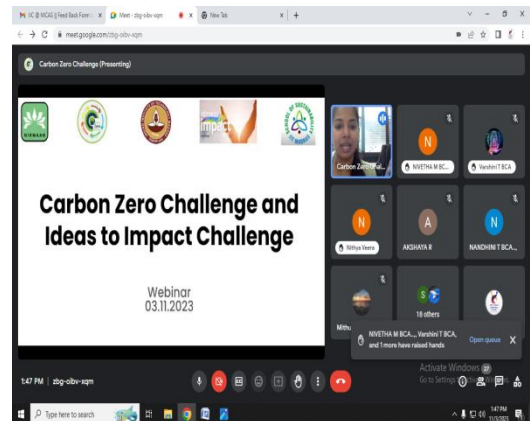
- CZC Team, IIT - Madras

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- Carbon Zero Challenge (CZC) is a pioneering initiative by IIT Madras.
- The contest's uniqueness lies in the fact that it is one-of-its-kind initiative in its category that exclusively focuses on energy and environment technological innovations at a national level and supports the eco-entrepreneurs.
- The program's motto 'Ideate, Innovate, Incubate' essentially summarize IIT Madras's & IIC at MCAS's continuous efforts to enable an ecosystem where students/early stage start-ups from across the country ideate and innovate for the greater good of society and incubate start-ups to become job creators.

**Muthayammal College of Arts and Science
Institution’s Innovation Cell
(Established as per the norms of Ministry of Education’s Innovation Cell)
IIC Program / Event – Report**

4. Session / Program / Event Photographs



5. Feedback (Collected through Google Form Feed Back link)

The outcomes & content is relevant to academic, and to pursue creativity & innovation, startup, entrepreneurship initiatives and is career oriented.

6. Participants

- (i) Number of Staff Participants: 04
- (ii) Number of Students Participants: 8
- (iii) Number of External Participants (Staff/Students): 20

The Session / Program / Event posted on VMI Innovation cell Face book:

Prepared By

Mr.R.Kaviarasan, MTech(IIT-Madras)

Coordinator – IIC / MCAS

Muthayammal College of Arts and Science

Institution's Innovation Cell

(Established as per the norms of Ministry of Education's Innovation Cell)

IIC Program / Event – Report

Title of Program	: Institution's Innovation Day _ Dr APJ Abdul Kalam's birth anniversary Celebration
Expert Resource Speaker	: Mrs.Sri Vidya, Asst. Prof. Dept of English, MCAS,& Presentations By IIC Student Members
Organizer	: Institution's Innovation Cell
Date & Time	: 17/10/2023 , 11AM – 12.30 PM
Mode / Venue	: Offline Mode / B Block Conference Hall

1. Objective

- To conduct program on the guidelines of Ministry of Education's Innovation Cell
- To commenate Dr APJ Abdul Kalam's birth anniversary Celebration
- To recognize the contributions of students , motivate them to keep innovating, and foster a positive and supportive innovation culture

2. Guest Details / Agenda

- IIC Student Coordinators
- Mrs.Sri Vidya, Asst. Prof. Dept of English, MCAS

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- Institution's Innovation Day : Dr APJ Abdul Kalam's birth anniversary Celebration
The former Indian President Dr. APJ Abdul Kalam's birthday is commemorated on this day.
- Students Presented their impressions on Institution's Innovation Day
- Mrs.Sri Vidya, Asst. Prof. Dept of English, MCAS recited a poem to mark Dr. APJ Abdul Kalam's birthday anniversary Celebration

Muthayammal College of Arts and Science
Institution's Innovation Cell
(Established as per the norms of Ministry of Education's Innovation Cell)
IIC Program / Event – Report

4. Session / Program / Event Photographs



5. Feedback (Collected through Google Form Feed Back link)

IIC Student Members displayed exceptional creativity, focus, organizing & coordination skills guided by IIC Faculty members

6. Participants

(i) Number of Staff Participants: 02

(ii) Number of Students Participants: 80 (B.Com & B.Com CA – 1st,2nd,3rd years, BA English)

(iii) Number of External Participants (Staff/Students): Nil

The Session / Program / Event posted on VMI Innovation cell Face book:

Prepared By

Mr.R.Kaviarasan, MTech(IIT-Madras)

Coordinator – IIC / MCAS

Muthayammal College of Arts and Science

Institution's Innovation Cell

(Established as per the norms of Ministry of Education's Innovation Cell)

IIC Program / Event – Report

Title of Program : A Session on “Innovation and Entrepreneurship Opportunities in Bio Technology Industry “

Expert Resource Speaker : Dr. D. RAJASEKARAN, Ph. D, Assistant professor.Department of Biotechnology Muthayammal College of Arts and Science(Autonomous)

Organizer : Institution's Innovation Cell

Date & Time : 28/8/2023 ,& 2PM – 3.30PM

Mode / Venue : Offline Mode / D Block AV Hall

1. Objective

- The program conducted on the guidelines of Ministry of Education's Innovation Cell
- To orient on Innovation and Entrepreneurship Opportunities in BioTechnology Industry

2. Guest Details/Agenda : Dr. D. RAJASEKARAN, Ph. D, Assistant professor.Department of Biotechnology, Muthayammal College of Arts and Science(Autonomous)

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- With the outcome of the program outlining Biotechnology entrepreneurship activities essential to building a successful biotechnology company
- Scope of the BioTech industry is adopting new concept innovative trends like artificial intelligence (AI), data analytics, and automation to optimize production
- Oriented on Innovation and Entrepreneurship Opportunities in BioTechnology Industry

**Muthayammal College of Arts and Science
Institution's Innovation Cell
(Established as per the norms of Ministry of Education's Innovation Cell)
IIC Program / Event – Report**

4. Session / Program / Event Photographs



5. Feedback (Collected through Google Form Feed Back link)

The outcomes & content is relevant to academic, and to pursue creativity & innovation, startup, entrepreneurship initiatives and is career oriented.

6. Participants

- (i) Number of Staff Participants: 02
- (ii) Number of Students Participants: 40 (UG Bio Technology)
- (iii) Number of External Participants (Staff/Students): Nil

The Session / Program / Event posted on VMI Innovation cell Face book:

Prepared By

Mr.R.Kaviarasan, MTech(IIT-Madras)

Coordinator – IIC / MCAS

Muthayammal College of Arts and Science

Institution's Innovation Cell

(Established as per the norms of Ministry of Education's Innovation Cell)

IIC Program / Event – Report, [Out Reach Activity]

Title of Program : Orientation Session to Sensitize Students on Smart India Hackathon'2023
Expert Resource Speaker : Mr.R.Kaviarasan, Coordinator – IIC, Member R&D, MCAS
Organizer : Dhanalakshmi Srinivasan Engineering College (Autonomous),Perambalur
Date & Time : 23/9/2023 , 10AM – 12PM
Mode / Venue : Online Mode / Google Meeting

1. Objective

- To conduct program on the guidelines of Ministry of Education's Innovation Cell
- To give an Exposure in Idea Development, Evaluation & Application
- To Orientate On Smart India Hackathon 2023 to nurture a culture of innovation
- To share Knowledge & Technical skill as an MoE's IIC Out Reach Activity

2. Guest Details / Agenda

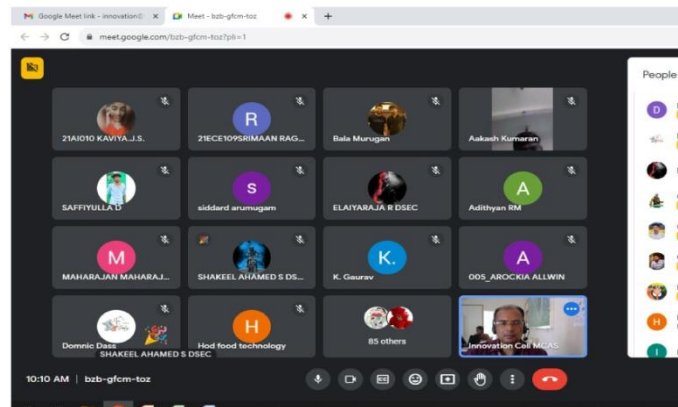
- Mr.R.Kaviarasan, Coordinator – IIC, Member R&D, MCAS
- Dhanalakshmi Srinivasan Engineering College (Autonomous),Perambalur

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- Orientate students in contributing their ideas against 16 predefined themes, ranging from technology and sustainability to healthcare and agriculture.
- Scouting for opportunities to identify Problem Statements to find a feasible solution
- Explained about how to identify the problem in and around us with Use Case Scenarios
- Orientate students in contributing their ideas against 16 predefined themes, ranging from technology and sustainability to healthcare and agriculture.

**Muthayammal College of Arts and Science
Institution's Innovation Cell
(Established as per the norms of Ministry of Education's Innovation Cell)
IIC Program / Event – Report**

4. Session / Program / Event Photographs



5. Feedback (Collected through Google Form Feed Back link)

IIC Student Members displayed exceptional creativity, focus, organizing & coordination skills guided by IIC Faculty members

6. Participants

- (i) Number of Staff Participants: 01
- (ii) Number of Students Participants: 03
- (iii) Number of External Participants (Staff/Students): 5 / 90

The Session / Program / Event posted on Linked in Self :

Prepared By

**Mr.R.Kaviarasan, MTech(IIT-Madras)
Coordinator – IIC / MCAS**

Muthayammal College of Arts and Science

Institution's Innovation Cell

(Established as per the norms of Ministry of Education's Innovation Cell)

IIC Program / Event – Report

Title of Program : World Entrepreneurs Day Celebration

Expert Resource Speaker : Dr.P.Selvakumaran, Director Academics, Vanetra Muthayammal Institutions

Organizer : Institution's Innovation Cell & EDC Cell

Date & Time : 21/8/2023 & 11.30AM – 12.30PM

Mode / Venue : Offline Mode / D Block AV Hall

1. Objective

- The program conducted on the guidelines of Ministry of Education's Innovation Cell
- Mind's eye for business implementation
- The need to become Entrepreneurs

2. Guest Details / Agenda

- Dr.P.Selvakumaran, Director Academics, Vanetra Muthayammal Institutions

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- Scouting for opportunities to identify Problem Statements to find a feasible solution
- Entrepreneurial attitude: Innovation, opportunity seeking, risk taking, passion, bravery, flexibility, strong work ethics and integrity.
- Precise identification of Problem Statement, Pain Points
- Explained about how to identify the problem in and around us with Use Case Scenarios

**Muthayammal College of Arts and Science
Institution's Innovation Cell
(Established as per the norms of Ministry of Education's Innovation Cell)
IIC Program / Event – Report**

4. Session / Program / Event Photographs



5. Feedback (Collected through Google Form Feed Back link)

The outcomes & content is relevant to academic, and to pursue creativity & innovation, startup, entrepreneurship initiatives and is career oriented.

6. Participants

(i) Number of Staff Participants: 04

(ii) Number of Students Participants: 40, (B.Sc Physics, B.Com)

(iii) Number of External Participants (Staff/Students): Nil

The Session / Program / Event posted on VMI Innovation cell Face book:

Prepared By

Mr.R.Kaviarasan, MTech(IIT-Madras)

Coordinator – IIC / MCAS

Muthayammal College of Arts and Science

Institution's Innovation Cell

(Established as per the norms of Ministry of Education's Innovation Cell)

IIC Program / Event – Report

Title of Program	: Institution's Innovation Cell & EDC jointly organize AICTE Funded IDEA Labs Exposure Visit at KSR College of Technology, Thiruchengode
Expert Resource Speaker	: AICTE Funded IDEA Labs at KSR College of Technology, Thiruchengode
Organizer	: Institution's Innovation Cell & EDC cell
Date & Time	: 20/9/2023 , 11AM – 3PM
Mode / Venue	: Offline Mode / KSRCT

1. Objective

- To conduct program on the guidelines of Ministry of Education's Innovation Cell
- To give an Exposure in Idea Development, Evaluation & Application
- To Enhance hands-on experience, learning by doing, and product visualization
- To get an exposure to state-of-the-art tools and equipments

2. Guest Details / Agenda

- 16 IIC Student Members, and
- Dr.N.Sudhaker, Mr.Kaviarasan,Dr.C.Indira Priyadharshini

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- Creating a sustainable ecosystem for promoting technology transfer in the Field of STEM
- Equip participants with the tools & technology necessary to turn their ideas into tangible prototypes, enabling real-world testing and iteration.
- Up skilling the future India, increase employment and to promote entrepreneurship / startup

Muthayammal College of Arts and Science
Institution's Innovation Cell
(Established as per the norms of Ministry of Education's Innovation Cell)
IIC Program / Event – Report

4. Session / Program / Event Photographs



5. Feedback (Collected through Google Form Feed Back link)

IIC Student Members displayed exceptional creativity, focus, organizing & coordination skills guided by IIC Faculty members

6. Participants

- (i) Number of Staff Participants: 03
- (ii) Number of Students Participants: 16 (B.Com & B.Com CA, BCA, B.Sc CS, B.Sc E&C)
- (iii) Number of External Participants (Staff/Students): Nil

The Session / Program / Event posted on VMI Innovation cell Face book:

Prepared By

Mr.R.Kaviarasan, MTech(IIT-Madras)

Coordinator – IIC / MCAS

Muthayammal College of Arts and Science

Institution's Innovation Cell

(Established as per the norms of Ministry of Education's Innovation Cell)

IIC Program / Event – Report

Title of Program : Chandrayaan Mahotsav Celebration
Expert Resource Speaker : IIC Students Members & IIC Faculty Members
Organizer : Institution's Innovation Cell
Date & Time : 04/9/2023 & 2PM – 3.30PM
Mode / Venue : Offline Mode / D Block AV Hall

1. Objective

- The program conducted on the guidelines of Ministry of Education's Innovation Cell
- Celebrating at Muthayammal College of Arts and Science the successful launch completion of Chandrayaan-3 with presentations & webcast of the launch by IIC student members

2. Guest Details / Agenda

- IIC Students Members & IIC Faculty Members

3. Key Points / Subject / Topic dealt with (minimum 5-10 lines)

- CHANDRAYAAN MAHOTSAV Celebrating @ Muthayammal College of Arts and Science the successful launch completion of Chandrayaan-3
- Presentations & webcast of the launch by IIC student members
- A Talk by Mrs. Ramya Madam, Faculty Dep. of English, highlighting the vital boost to catalyze employment generation, country's space-tech ecosystem.

Muthayammal College of Arts and Science
Institution's Innovation Cell
(Established as per the norms of Ministry of Education's Innovation Cell)
IIC Program / Event – Report

4. Session / Program / Event Photographs



5. Feedback (Collected through Google Form Feed Back link)

The outcomes & content is relevant to academic, and to pursue creativity & innovation.

6. Participants

(i) Number of Staff Participants: 02

(ii) Number of Students Participants: 30 (10 B.Com, 20 BA English)

(iii) Number of External Participants (Staff/Students): Nil

The Session / Program / Event posted on VMI Innovation cell Face book:

Prepared By

Mr.R.Kaviarasan, MTech(IIT-Madras)

Coordinator – IIC / MCAS



Title of the Event: Hands-on Training in DNA Taxonomy & Phylogeny

Event Type: Training program

1. Objective

To provide knowledge and training in DNA taxonomy and phylogenetic tools used in the field of biological research, this would provide an added advantage for the growth of the students and researchers.

2. Agenda

Duration & Date: 2 days – 14/09/2023 & 15/09/2023

Venue: A1 Computer Lab

Course Instructors: Dr. Amit Kumar, Center for Climate Change Studies, Sathyabama Institute of Science and Technology, Chennai.

Dr. Raghu Chandrasekaran, Department of Biotechnology (R&D), Muthayammal College of Arts and Science, Rasipuram.

3. Subject / Topic dealt

Students were taught about the terms and concepts used in DNA taxonomy phylogeny, quality check of sequence chromatogram, selection of substitution models, phylogenetic tree construction, interpretation of results, sequence retrieval and deposition in databases.

4. Photographs





5. Feedback

- Participants appreciated the way the hands-on was conducted (theory & practical sessions in parallel)
- Participants were impressed with the course format, way of teaching and gained enough knowledge on the topic.

6. Participation

Number of students participated – 30

Students and research scholars from ICMR – VCRC, Kottayam; ZSI, Kozhikode; TNHS, Travancore; The American College, Madurai; Auxilium College, Vellore; and Life Science students of MCAS participated in the program.



Feedback

<i>Name</i>	<i>Institute / College</i>	<i>Role</i>	<i>How did you come to know about the program</i>	<i>Overall impression of the course and its format? (Rate between 0 to 5) (0=poor, 5= best)</i>	<i>Did the course live up to your expectations? (Rate between 0 to 5) (0=poor, 5= best)</i>	<i>Do you think the course gave you enough knowledge to begin data analysis on your own dataset?</i>	<i>Have you been actively participated during the course?</i>	<i>How did you find the lecturers and their way of teaching? (Rate between 0 to 5) (0=poor, 5= best)</i>	<i>Suggest how the lectures/practical sessions can be improved in future</i>	<i>What was the most appreciated/enjoyable/best thing about the course?</i>
Gayathri v	The American College	Research Scholar	Others (Mailing lists)	5	5	Yes	Yes	5		The workshop concentrated more on the hands training which was really good to gain experience
Harish Kumar Shah	ICMR-VCRC	Research Scholar	Flyer	Very informative and interactive training program. It was a well organised program. 5	5	Yes	Yes	5	Throughout its was good.	Hands on training with raw data



PHILOMI NA A F	Auxilium college (autonomous)	Research Scholar	Others (Mailing lists)	5	5	Yes	Yes	5	It was so good and very informative	The lecture did not lag ...it was not boring
Fathima P A	ICMR Vector Control Research Centre, field station Kottayam	Research Scholar	Flyer	5	5	Yes	Yes	5		Everything explained with practical session
mohammad faizan j	muthayammal college of arts and science Rasipurasi puram	PG	Flyer	05	05	Yes	Yes	05	improved very much	way of teaching is much good
JAYASRI. J	MUTHAYA MMAL COLLEGE OF ARTS AND SCIENCE	PG	Flyer	5	5	Yes	Yes	5	Not with class it's with the system we using	Practical classes
N. Gayathri	Muthayamma l college of arts and science	PG	Flyer	5	5	Yes	Yes	5	Not with classes it's with a system we are using	Practical class
M.Iswarya	Muthayamma	PG	Flyer	4	4	Yes	Yes	5	Not with classes	Practical classes



	l college of arts and science								it's with the system we are using it get hang or other reasons	
Vikram .s	Muthayamma l college of arts and science	UG	Flyer	4	4		Yes	5		
Mohan.R	muthayammal college of arts and science	PG	Flyer	5	5	Yes	Yes	5		
Rebecca Vinolia	Auxilium College (Autonomous)	Research Scholar	Flyer	5	5	Yes	Yes	5	Various software used in bioinformatics can be taught	It was illuminating and resourceful
MONISH V	Muthayamma l College Of Arts And Science	PG	Flyer	5	5	Yes	Yes	5	the session is good and improve than this session, is use for you	it is a good session to me
ANUPRIY A R	MUTHAYA MMAL COLLEGE OF ARTS AND	PG	Flyer	4	4	Yes	Yes	4	-	Practical



	SCIENCE									
Durgadevi P	Muthayamma l college of arts and science	PG	Others (Mailing lists)	5	5	Yes	Yes	5	No suggestion	Everything fine
THASIN IRFANA I	MUTHAYA MMAL COLLEGE OF ARTS AND SCIENCE, AUTONOM OUS, RASIPURA M	UG	Flyer	4	4	Yes	Yes	5	Nil	Hands on training
Yanmozhi S	Muthayamma l college of arts and science Rasipuram	UG	Flyer	5	4	Yes	Yes	5	Nil	Hands on training
SRIRAM K	Muthayamma l college of arts and science	PG	Flyer	4	4	Yes	Yes	5		We learn more about taxonomy and current research ideas....The tutor guest and



										quardinator support us more...Thank you
GOWTHA M.S	MUTHAYAMMAL COLLEGE OF ART AND SCIENCE	PG	Flyer	5	5	Yes	Yes	4	UESD TO OUR FUTURE	INTERSETING TO LEARN THE TOPIC
Kamila A. P.	Zoological Survey of India, WGRC, Kozhikode, India	Research Scholar	Flyer	5	5	Yes	Yes	5	Include a demo session on how the DNA sequencing is getting done in the lab.	The hands on training, the lectures, the way of presenting
RENUGA P	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	PG	Flyer	5	5	Yes	Yes	5	Yes	Practical
B. Swetha	Muthayamma l college of arts and science	PG	Flyer	4/5	4/5	Yes	Yes	4/5	-	Practical session



KIRUTHIGA C	Muthayamma l college of Arts and Science	PG	Others (Mailing lists)	5 =best	5 =best	Yes	Yes	5 = best	The lecture improved in future practical sessions	The most appreciated best thing about the course
Mohan.R	mcas	PG	Flyer	5	5	Yes	Yes	5	This lectures usefull for my future	yes
Nandhini. S	Muthayamma l college of arts and science rasipuram	PG	Others (Mailing lists)	5=best	5=best	Yes	Yes	5=best	The lectures improved in future practical	The most appreciated best thing about the course
Priya Gothandapa ni	Vanetra muthayammal college of arts and science Rasipuram	PG	Flyer	5	5	Yes	Yes	5	Overall nice...sometimes face the technical difficult	Chief not only reaching the session...he is also help to the output also.

Six Point Report

Title: One Day training program on Development of Herbal Products-Oil, Soups & powder

Date: 28.04.2022

Venue: A Block Conference Hall

No. of Participants: 82

- 82 Students from various departments were attended and benefited by this program
- In this program Academic director explained the importance and values of medicinal plants in the treatment of various diseases.
- Preparation of Herbal Hair oil (Antidandruff) and pain relieving oil was explained and prepared.
- Herbal Soups- Preparation methods were explained and prepared practically for health purposes.
- Herbal Bathing Powder & Facial cream were explained and prepared.
- All the participants were actively participated and benefited.

Six Point Report

Title: One Day training program on Development of Herbal Products-Oil, Soups & powder

Date: 21.06.2022

Venue: A Block Conference Hall

No. of Participants: 102

- 102 Students from various departments were attended and benefited by this program
- In this program Academic director explained the importance and values of medicinal plants in the treatment of various diseases.
- Preparation of Herbal Hair oil (Antidandruff) and pain relieving oil was explained and prepared.
- Herbal Soups- Preparation methods were explained and prepared practically for health purposes.
- Herbal Bathing Powder & Facial cream were explained and prepared.
- All the participants were actively participated and benefited.

Six Point Report

Title: One Day training program on **HANDLING AND CARE OF LABORATORY ANIMALS**

Date: 11.8.23 -12.8.23 **Time:** 9.30 am to 4 pm,

Venue: A Block Conference Hall

No. of Participants: 38

- 38 Students from various departments were attended and benefited by this program
- In this program Academic director explained the importance of Lab animal experimentation .
- We have given a talk on the Biology of Laboratory Animals and handling and maintenance of laboratory animals according to CPCSEA guidelines.
- Route of drug administration and biological sample (specimen) collection explained.

- We have provided practical demo for handling, routes of administration and specimen collections, Analgesics, Anesthesia methods & Surgical procedures
- All the participants actively participated and benefited.

Six Point Report

Title: One Day training program on **HANDLING AND CARE OF LABORATORY ANIMALS**

Date: 04.11.2022, **Time:** 9.30 am to 4 pm,

Venue: A Block Conference Hall

No. of Participants: 30

- 30 Students from various departments were attended and benefited by this program
- In this program Academic director explained the importance of Lab animal experimentation .
- We have given a talk on the Biology of Laboratory Animals and handling and maintenance of laboratory animals according to CPCSEA guidelines.
- Route of drug administration and biological sample (specimen) collection explained.



- We have provided practical demo for handling, routes of administration and specimen collections, Analgesics, Anesthesia methods & Surgical procedures
- All the participants actively participated and benefited.

**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE, (AUTONOMOUS)
RASIPURAM**

Department of Chemistry

Workshop on - Research Methodology

1. Objective:

To provide students a practical perspective of high-end instruments and it will make use of them in their research.

2. Agenda:

Research person: Dr. N. Sudhakar,

Designation: R& D Head, Muthayammal College of Arts and Science (Autonomous), Rasipuram

Venue: R& D lab

Date: 16-11-2022

Time: 10 pm to 4.00 pm

3. Subject/topic deal with (minimum 5-10 lines)

The students learned about the functioning and uses of the following instruments:

- IR spectrometer
- UV-Visible spectrometer
- HPLC
- Deep freezer
- Gel Doc
- QPCR

4. Photographs 4 nos (for both FN and AN session)



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RASIPURAM, NAMAKKAL Dt -637 408, TAMIL NADU, INDIA

Department of Chemistry

Organizes

Workshop

on

Research Methodology



16th NOV
2022



01.30
PM

Venue : R & D Lab

Participant: M.Sc., Chemistry Students



Speaker

Dr. N. SUDHAKAR

R & D Head

Muthayammal College of Arts and Science (Autonomous)
Rasipuram

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Rasipuram, Tamil Nadu, India

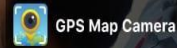
Muthayammal College of Arts and Science, Rasipuram, Tamil Nadu

637408, India

Lat 11.453107°

Long 78.231411°

16/11/22 10:15 AM





5. Feedback:

- ✓ The students learnt about the handling of IR and UV Spectroscopy, HPLC and QPCR techniques.
- ✓ It's useful for their M. Sc., project.

6. (i) Number of Staff Participants – 3

(ii) Number of Students Participants - 56