

DEPARTMENT OF COMPUTER SCIENCE AND APPLICATIONS

WEBINAR ON CLOUD COMPUTING

1. Objective

Department of computer Application was an organizing webinar on “**CLOUD COMPUTING**” For II BCA Students on 11.12.2021.

This program helps the students to get awareness about cloud computing and applications of cloud computing.

2. Agenda (Date & Time, Venue, Guest details)

Date: 11.12.2021

Time: 11.00 am to 12.00pm

Venue: G-Meet

Guest Speaker: Dr. K. Sampath Kumar ,

Professor

School of Computing Science and Engineering

Galgotias University

NCR New Delhi

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

- What is Cloud Computing?
 - Data Anytime Anywhere
- Importance of Cloud Computing - Reliability, Parallel Processing , Availability...etc
- Benefits of Cloud Computing
 - Online Marketing
 - Utilities – Infrastructure
 - Software Services
- Concepts of Cloud Computing
 - Different Models – Working Model, Deployment Model...etc
 - Various Deployment Models – Public, Private, Hybrid, Community Cloud.

4. Photographs 5 nos (for both FN and AN session)



5. Feedback

Students were interestingly participated. They were interactively participated with the guest speaker.



6. (i) **Number of Staff Participants - 6**

(ii) **Number of Students Participants**

DEPARTMENT OF COMPUTER SCIENCE AND APPLICATIONS

GUEST LECTURE – BEING A WINNER

1. Objective

Department of computer Application was an organizing webinar on “Being a winner” for III BCA Students on 30.10.2021. Apart from curriculum need to motivate students to achieve their goals.

- ✓ Guest lecturer helps students to improve their learning Skill.
- ✓ These can be very helpful for the students, and also contribute to the teacher's knowledge and practices.
- ✓ Guest lecturers can be used to make classes more approachable and appealing to students.

2. Agenda (Date & Time , Venue , Guest details)

Date : 30.10.2021

Time : 11.00 am to 12.00pm

Venue : G-Meet

Guest Speaker: Mr.K.Arul

Head-Logistics & supply Chain

O151 – SBIOA UE, Mambakkam Chennai,

Tamil Nadu, India 600127

arupages@gmail.com

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

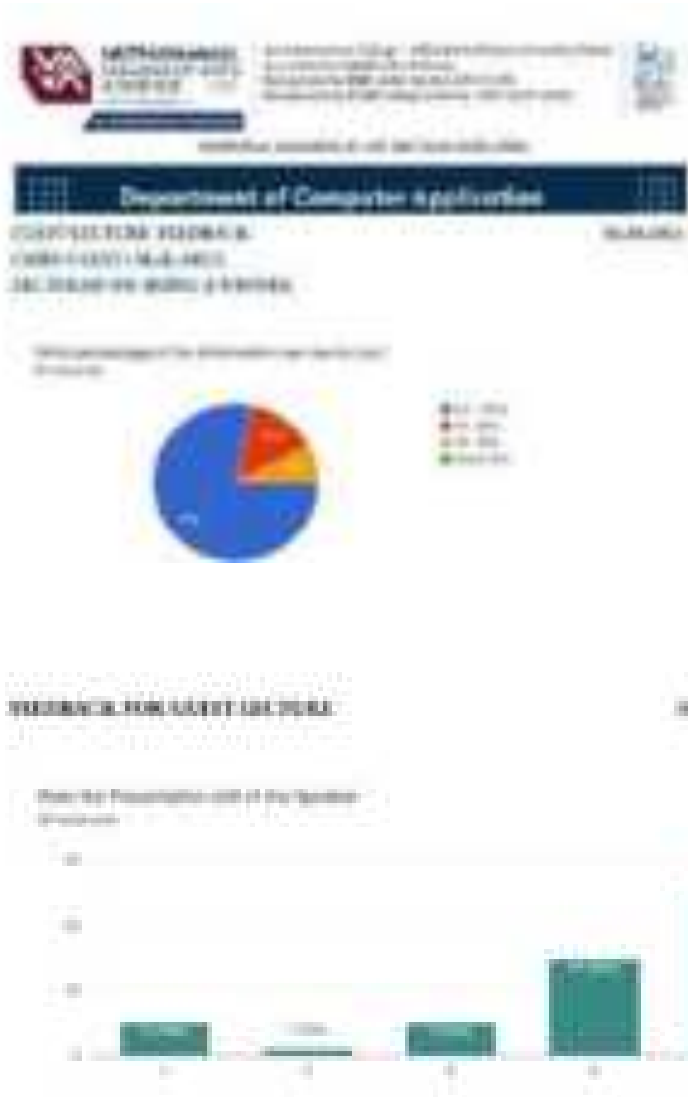
- He gave tips regarding how to become successful in every aspect.
- Dr.APJ Abdul Kalam’s quotes have given as examples.
- He insisted four methods to become a winner.
 - Write down your goals daily.
 - Write Thank you note day to day.
 - Capture our ideas daily
 - Write your problems and challenges.
- He trained the students how to motivate themselves.

4. Photographs 5 nos (for both FN and AN session)



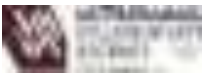
5. Feedback

Students were interestingly participated. They were interactively participated with the guest speaker.



6. (i) Number of Staff Participants - 8

(ii) Number of Students Participants



**Muthayammal College of Arts & Science (A Unit of VANETRA Group)
(An Autonomous College)**



Rasipuram- 637 408, Namakkal Dt. Tamil Nadu, India.
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Approved by AICTE & Affiliated to Periyar University, Salem - 11.

Dengue Awareness Programme
Organized by
Department of Biotechnology & Zoology
Date: 08.12.2021 (Wednesday)

1. Objective

To create awareness about the symptoms, preventive and remedial measures of Dengue and spread an awareness about the disease to the public through our students

2. Agenda

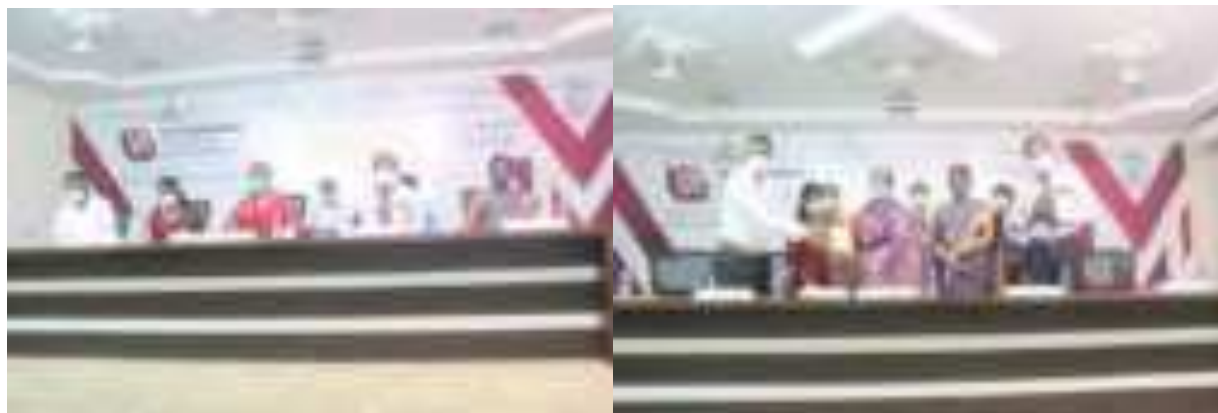
MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE RASIPURAM - 637 408, NAMAKKAL DT., TAMIL NADU, INDIA. DEPARTMENT OF BIOTECHNOLOGY & ZOOLOGY DENGUE AWARENESS PROGRAMME		
08.12.2021	Wednesday	11:30 AM
9:30 AM - 10:00 AM		
11:30 AM	Registration	Dr. P. Srinivasan Coordinator Department of Biotechnology & Zoology 11:30 AM
11:30 AM	Registration	Dr. M. Srinivasan Head, Department of Biotechnology & Zoology 11:30 AM
11:30 AM	Registration	Dr. A. Sathya Sai Vice-Chancellor 11:30 AM
11:30 AM - 12:00 PM		
11:30 AM	Registration	Dr. C. Srinivasan 11:30 AM
12:00 PM - 12:30 PM		
12:00 PM	Registration	Dr. S. Srinivasan 12:00 PM
12:30 PM - 1:00 PM		
12:30 PM	Registration	Dr. P. Srinivasan 12:30 PM
1:00 PM - 1:30 PM		
1:00 PM	Registration	Dr. S. Srinivasan 1:00 PM
1:30 PM - 2:00 PM		
1:30 PM	Registration	Dr. S. Srinivasan 1:30 PM
2:00 PM - 2:30 PM		
2:00 PM	Registration	Dr. S. Srinivasan 2:00 PM
2:30 PM - 3:00 PM		
2:30 PM	Registration	Dr. S. Srinivasan 2:30 PM
3:00 PM - 3:30 PM		
3:00 PM	Registration	Dr. S. Srinivasan 3:00 PM
3:30 PM - 4:00 PM		
3:30 PM	Registration	Dr. S. Srinivasan 3:30 PM
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4:30 PM - 5:00 PM		
4:30 PM	Registration	Dr. S. Srinivasan 4:30 PM
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5:30 PM - 6:00 PM		
5:30 PM	Registration	Dr. S. Srinivasan 5:30 PM
6:00 PM - 6:30 PM		
6:00 PM	Registration	Dr. S. Srinivasan 6:00 PM
6:30 PM - 7:00 PM		
6:30 PM	Registration	Dr. S. Srinivasan 6:30 PM
7:00 PM - 7:30 PM		
7:00 PM	Registration	Dr. S. Srinivasan 7:00 PM
7:30 PM - 8:00 PM		
7:30 PM	Registration	Dr. S. Srinivasan 7:30 PM
8:00 PM - 8:30 PM		
8:00 PM	Registration	Dr. S. Srinivasan 8:00 PM
8:30 PM - 9:00 PM		
8:30 PM	Registration	Dr. S. Srinivasan 8:30 PM
9:00 PM - 9:30 PM		
9:00 PM	Registration	Dr. S. Srinivasan 9:00 PM
9:30 PM - 10:00 PM		
9:30 PM	Registration	Dr. S. Srinivasan 9:30 PM
10:00 PM - 10:30 PM		
10:00 PM	Registration	Dr. S. Srinivasan 10:00 PM
10:30 PM - 11:00 PM		
10:30 PM	Registration	Dr. S. Srinivasan 10:30 PM
11:00 PM - 11:30 PM		
11:00 PM	Registration	Dr. S. Srinivasan 11:00 PM
11:30 PM - 12:00 AM		
11:30 PM	Registration	Dr. S. Srinivasan 11:30 PM

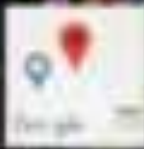
3. Programme Title: Dengue Awareness Programme

4. Details of the programme

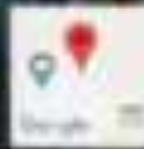
Department of Biotechnology & Zoology was conducted the Dengue Awareness Programme on 08.12.2021 at Our College. In this programme, Dr. P.Selvamaleeswaran, Asst. Prof. of Biotechnology proposed welcome address. Dr. R. Selvakumaran, Director-Academics VANETRA Muthayammal Institutions, honored our Chief guest, Dr.T.Sharmila, M.B.B.S., Medical Officer, Primary Health Care, Vadugam, Dr. S.P.Vijei Kumar, Principal, Muthayammal College of Arts & Science, honored the Chief guest, Dr.N.Lakshmipriya, M.B.B.S., LR Clinic, Rasipuram, Dr. A. Stella Baby honored the Chief guests, Mr. P. Sengottuvel, Block Inspector, Pillanalur and our Alumni (2008-2010 Batch) Mr. K. Manikandan, Health Inspector, Primary Health Care, Vadugam, with Shawl and Memento. Dr.T.Sharmila, M.B.B.S., explained about the Dengue viruses caused fever symptoms, preventive and remedial measures. Dr.N.Lakshmipriya, M.B.B.S., explained the disease is widespread throughout the tropics, with local spatial variations in risk influenced strongly by rainfall, temperature and unplanned rapid urbanization. The actual numbers of dengue cases are underreported and many cases are misclassified. Recent study reported, of the prevalence of dengue, estimates that 3900 million people, in 128 countries, are at risk of infection with dengue viruses. Mr. P. Sengottuvel, Block Inspector, explained the control measures of Dengue mosquitoes spreading. Our Alumni) Mr.K.Manikandan (2008-2010 Batch, Health Inspector, Vadugam delivered a speech on the life cycle of *Aedes* Mosquitoes, Dengue fever and its treatment Methods. Dr. D.Kavitha, Asst. Prof., Department of Biotechnology delivered vote of thanks. In this programme, Our Principal Dr. S. P. Vijiekumar had given the Introductory Remarks of the programme. Vice-Principal Dr. A. Stella Baby, delivered her felicitation address, Dr. R. Selvakumaran, Director-Academics VANETRA Muthayammal Institutions, delivered Presidential Address. Biotechnology & Zoology Department Staff members and students were participated.

5. Photos





Business, Tamil Nadu, India
Kilambur, Kanchipuram, Tamil Nadu 631002, India
Lat 13.024428°
Long 78.210027°
www.vijaya.com



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6. Feedback

- Created awareness about the symptoms, preventive and remedial measures of Dengue among the Staff Members and Students
- This programme is useful for the students and they may spread this information to the public
- All the Students were satisfied with the arrangement for the awareness programme.



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Workshop on “Molecular Techniques” Report

1. Objective:

To give hands on training and create awareness about the molecular techniques among the Zoology students through the Workshop.

2. Agenda:

VANETRA Muthayammal Institutions Rasipuram, Namakkal Dt.		
Workshop on Molecular Techniques Organized by Department of Biotechnology		
07.10.2020	FOCUS	08.10.2020
Year B - B.Sc (Bio Science) / B.A, MCA		
08.10 PM	Welcome Address	: Dr. P. Jeyaraman Asst. Professor, Dept. of Biotechnology
08.15 PM	Introductory Remarks	: Dr. S. P. Vijayaraj Principal-VMCAS
08.20 PM	Felicitation	: Dr. A. Stella Baby Vice Principal-VMCAS
		: Dr. M. N. Srinivasan Dean-Administration, VMCAS
08.25 PM	Presidential Address	: Dr. B. Srinivasan Director Academic VANETRA-Muthayammal Institutions
08.30 PM	Student Feedback	
08.35 PM	Certificate Distribution	
08.40 PM	Vote of Thanks	: Dr. B. Karthi Asst. Professor, Dept. of Biotechnology

3. Programme Title: Workshop on “Molecular Techniques”

4. Details of the programme:

Department of Biotechnology was organized a Workshop entitled “Molecular Techniques” on 11th & 12th November 2021. In this workshop, UG & PG Students were participated from Department of Zoology, Arignar Anna Govt College, Namakkal and III B.Sc., Zoology Students of our College also participated. Our Biotechnology Department faculty members Dr. P. Selvamaleeswaran, Asst. Prof. Dr. D. Kavitha, Asst. Prof. and Dr. D. Rajasekaran, Asst. Prof. was explained and given hands on training to the participants. First day, Students were trained in Molecular techniques (DNA Isolation, SDS PAGE, Electrophoretic Techniques and PCR). Second day, explained and demonstrated the ELISA Techniques and Plant Tissue Culture Techniques to the participants. In this programme our Director Academics-Dr. R. Selvakumaran, VANETRA Muthayammal Institutions, Principal- Dr. S. P. Vijiekumar, MCAS, Vice Principal- Dr. A. Stella Baby, MCAS distributed certificate to the participants.

No. of Participants: 29

5. Photo:





6. Program Feedback:

- Students gathered the knowledge about Molecular Techniques.
- Students requested to conduct more workshop in future.
- Students appreciated the lab facility and our staff interaction during the workshop



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Workshop on “Plant Tissue Culture” Report

1. Objective:

To give hands on training in Plant Tissue Culture techniques among the Botany students of Arignar Anna Govt. Arts College, Namakkal.

2. Agenda:

VANETRA Muthayammal Institutions Rasipuram, Namakkal Dt.		
Workshop on Plant Tissue Culture Organized by Department of Biotechnology		
03.10.2021	SATURDAY	03.10.2021
Venue: B - Block Multi Lecture Hall, MCAS		
03.10.2021	Welcome Address	: Mrs. K. Chitra Asst. Professor, Dept. of Biotechnology
03.10.2021	Introductory Remarks	: Dr. S. P. Vijayakumar Principal-VMCAS
03.20.2021	Felicitation	: Dr. A. Stella Baby Vice Principal-VMCAS
		: Dr. M. N. Periyasami Dean - Administration, VMCAS
03.20.2021	Presidential Address	: Dr. R. Srinivasan Director Academic VANETRA Muthayammal Institutions
03.20.2021	Students Feedback	
03.20.2021	Certificate Distribution	
03.40.2021	Vote of Thanks	: Dr. D. Kavitha Asst. Professor, Dept. of Biotechnology

3. Programme Title: Workshop on “Plant Tissue Culture”

4. Details of the programme:

Department of Biotechnology was organized a Workshop entitled “Plant Tissue Culture” on 13th November 2021. In this workshop, UG & PG Students and faculty member were participated from Department of Botany, Arignar Anna Govt College, Namakkal. Our Biotechnology Department faculty members Dr. P. Selvamaleeswaran, Asst. Prof. and Dr. D. Kavitha, Asst. Prof. was explained and given hands on training to the participants. Students were trained in Plant Tissue culture Techniques (Micropropagation, Callus Induction, Synthetic seed preparation, Protoplast isolation etc.). In this programme our Director Academics-Dr. R. Selvakumaran, VANETRA Muthayammal Institutions, Principal- Dr. S. P. Vijiekumar, MCAS, Vice Principal- Dr. A. Stella Baby, MCAS distributed certificate to the participants.

No. of Participants: 30

5. Photo:





6. Program Feedback:

- Students gathered the knowledge about Plant tissue culture. Through this workshop, students were getting inspired to do research in plant tissue culture.
- Students appreciated the learning environment.
- Students are highly satisfied with the content and hands on training in PTC.



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Workshop on “Plant Tissue Culture”

1. Objective:

To give hands-on training and create awareness about the plant tissue culture, among the other college students through the Workshop on “Plant Tissue Culture”.

2. Agenda:

16.06.2022		MONDAY		03.10 PM	
Year: B - Block: Mini Seminar Hall, MCAS					
03.10 PM	Welcome Address	:	Dr. P. Selvamaheswaram	Asst. Professor, Dept. of Biotechnology	
03.15 PM	Introductory Remarks	:	Dr. S. P. Vijelkumar	Principal-VMCAS	
03.20 PM	Felicitation	:	Dr. A. Stella Baby	Vice Principal-VMCAS	
		:	Dr. M. N. Perinjaney	Dean- Administration, VMCAS	
03.25 PM	Presidential Address	:	Dr. R. Selvakumar	Director Academics VANETRA Muthayammal Institutions	
03.30 PM	Students Feedback				
03.35 PM	Certificate Distribution				
03.40 PM	Vote of Thanks	:	<u>Mrs. K. Chitra</u>	Asst. Professor, Dept. of Biotechnology	

3. Programme Title: Workshop on “Plant Tissue Culture”

4. Details of the programme:

Department of Biotechnology organized a Workshop on “Plant Tissue Culture” on 16.05.2022. In this workshop, PGP Arts and Science College, Namakkal, Sona Arts and Science College, Salem, Padmavani Arts and Science College, Salem and Our college Students were participated (Total Students: 27). Dr. P. Selvamaleeswaran, Asst. Prof. & Dr. D. Kavitha, Asst. Prof. Dept of Biotechnology of our college was explained the principle and working mechanism of basic and advanced instruments in our Biotechnology laboratory as well as demonstrated the Plant Tissue Culture techniques. Students were appreciated our facility & workshop. In this programme our Director Academics-Dr. R. Selvakumaran, VANETRA Muthayammal Institutions was delivered a Special address.

5. Photo:





6. Program Feedback:

Plant tissue culture workshop created awareness about Plant Tissue culture techniques among the students.

Students were appreciated our Laboratory facility & the plant tissue culture workshop.



MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE

(A Unit of VANETRA Group)

DEPARTMENT OF COMMERCE

SIX POINTS STRUCTURE



Date of the Event	29.10.2021 (Friday)
Name of the Event	Webinar on Financial Awareness and Customer Training
Department	Commerce
Venue	Online: Cisco Webex Meetings

1. Objective of the Webinar:

To create a Financial awareness among the student communities and provide a training for cashless transaction.

2. Agenda:

Date : 29.10.2021
Time : 10.00 AM – 12.00 Noon
Venue : Online: Cisco Webex Meetings
Chief Guest : Mr.S.N.Jayabalan
Trainer
NCFE & ICSI Co-Ordinator
Chennai

3. Subject / Topic:

- ❖ Identify theft protection
- ❖ Responsibility regarding Credit Card
- ❖ Principles of student's loan borrowing
- ❖ Avoidance of Impulse buying
- ❖ Cashless Transaction
- ❖ Cheque procedure

4. Photograph:



5. Feed back:

- ❖ Students were well aware about cash less transaction.
- ❖ Students understood the online fraud while doing online transaction.
- ❖ Problems in online transaction.
- ❖ Rectification of errors in online transaction.
- ❖ Understood financial products available in the market.

6. Number of Staff participated : 18 (Male: 10; Female: 8)

Number of Students participated : 168

Number of External participants : Nil

Number of Beneficiaries : 186 (18 Faculty members + 168 Students)

MUTHAYANMAL COLLEGE OF ARTS & SCIENCE, RASIPURAM

(A UNIT OF VANETRA GROUP)

DEPARTMENT OF COMPUTER SCIENCE

Data Communications in Network

1. Objective

Main objective of the program is to make the students to learn about data communications in network

2. Agenda (Date & Time, Venue, Guest details)

Date	17.07.2023
Time	10:30 AM to 11:30 PM
Venue	Virtual Mode
Guest Details	Dr. S. Anitha, Associate Professor, Department of Computer Applications, Karpagam Academy of Higher Education, Coimbatore

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

- Discussed about data communications in network.
- Various applications of data communications.
- Encourage and motivate the students to improve knowledge in data communications.

4. Photographs.



5. Feedback

- Session is useful for us to improve the knowledge about data communication.
- Easy to understand about the concept.
- Given a great overview of the basis of data communications in network.
- The presentation was very good.
- The speaker explained well and cleared the doubts perfectly.

6. Participants

- i. Number of Staff Participants: 5 Nos.
- ii. Number of Students Participants: Computer Science - III Nos.
- iii. Number of External Participants (Staff/Students): Nil

Industry Expectations of New Entrants

1. Objective

To develop *Industry Expectations of New Entrants*

2. Agenda(Date & Time , Venue , Guest details)

Date : 11.12.2021

Time : 11.00 AM to 12.25 PM

Venue : Google Meet

Muthayammal College of Arts and Science,
Rasipuram

Guest details : **Mr.Balaji Manickam**

Senior Solution Architect

AL Rajhi Bank

Saudi Arabia.

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

- Having consistent & meaningful communication.
- Giving recognition and praise.
- Giving training, mentorship, and feedback.
- Having an impartial work-culture.
- Having a safe space for failures.
- Having a strong leader with a clear leadership vision.
- Right guidelines for accountability settings.

4. Photographs 1 no.



5. Feedback

- Know what is expected of them and how they fit in
- Feel comfortable reaching out to others with questions
- Have the tools and resources they need to do their jobs
- Learn the benefits, perks, and policies of the organization
- Understand the organization's mission, culture, and core values

6. (i) Number of Staff Participants: 5 Nos.

(ii) Number of Students Participants: I B.Sc Computer Science -137 Nos.

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

MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE, RASIPURAM

(A UNIT OF VANETRA GROUP)

DEPARTMENT OF COMPUTER SCIENCE

Trends in using IOT with Machine Learning

1. Objective

Main objective of the program is to make the students to learn about Trends in using IOT with Machine Learning

2. Agenda (Date & Time, Venue, Guest details)

Date	25/09/2021
Time	10:30 AM to 12:30 PM
Venue	Virtual Mode
Guest Details	Dr. K. Rajesh Kumar, Head IT Department, Dr. R.G.P. College of Arts and Science, Coimbatore

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

- Discussed about IOT
- Various application of IOT
- Encourage and motivate the students to improving knowledge in IOT

4. Photographs



3. Feedback

- Feedback is useful for us to improve the knowledge about HT.
- Easy to understand about the concepts.
- Giving good overview of the basis of HT.
- The presentation was very good.
- The speaker explained well and covered the domain patiently.

4. Participants

1. Number of Staff Participants: 3 Nos.
2. Number of Student Participants: Computer Science: 100 Nos.
3. Number of External Participants (Staff/Students): Nil

Webinar on Career Enhancement programme

1. Objective

To develop a Career Development Culture with Career Path.

2. Agenda(Date & Time , Venue , Guest details)

Date : 20/11/2021

Time : 11.00 A.M to 12.25 P.M

Venue : Conference Hall,
Muthayammal College of Arts and Science,
Rasipuram

Guest details : **Ms.M.Vishnuvinothini**
(Alumni 2014-17 Batch)
Senior Software Analyst
Capgemini India Private Limited
Bangalore.

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

- ❖ Job shadows other employees in your company to learn about different jobs. This can broaden your skills and increase your ability to add value.
- ❖ Explore lateral moves to broaden and deepen your experience. It's easy to get stuck in a rut. Being able to handle multiple jobs can add variety to what you do and broaden your skills.
- ❖ Attend classes and training sessions to increase your knowledge. New strategies and technologies relevant to just about every career are being introduced constantly. Stay up to date on your job and industry.

- ❖ Hold book clubs at work to develop knowledge, and share terminology, concepts, and team-building with coworkers.
- ❖ Seek a mentor from a different department that you'd like to explore. Leaning on someone else's experience is a great way to gain knowledge and introduce you to other opportunities.

4. Photographs 1 no.



5. Feedback

- ❖ She cares about students and makes them feel confidence and relax.
- ❖ She helped me clarify my future opportunities.
- ❖ We learned most important thing about career development.
- ❖ It is worth to passing it for experienced workers too to achieve some real crucial information of Successful Career Development.

- ❖ It was a very interesting webinar that will help me to improve and work better on my career development.
- ❖ It was a really good webinar. We are learning a lot of paths from this webinar.

6. (i) Number of Staff Participants :5 Nos.

(ii) Number of Students Participants : II M.Sc Computer Science -09 Nos.

I B.Sc Computer Science -184 Nos.

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

**A REPORT ON INSPIRATIONAL ENTREPRENEUR (SELF DRIVEN ACTIVITY) BY
Dr. R. ASOKAN, ASSOCIATE PROFESSOR OF ECONOMICS, GOVERNMENT ARTS
COLLEGE, SALEM ON 07.06.2021**



This program was conducted by IIC and EDC of Muthayammal College of Arts and Science. Chief guest Dr. R. Asokan clearly explained about Entrepreneurship and Inspirational Entrepreneurs. He highlighted the success stories and challenges faced by successful entrepreneurs. Ritesh Agarwal, Founder and CEO of disruptive hospitality business OYO rooms. Sridhar Vembu, an Indian billionaire business magnate and the founder and CEO of Zoho Corporation. Mallika Srinivasan, an Indian industrialist and Chairman & Managing Director of Tractors and Farm Equipment Limited, a tractor major incorporated in 1960 at Chennai, India,

and also the chairperson of the Public Enterprises Selection Board constituted by the Government of India. Patricia Narayan, Founder Director of Sandeepha Chain of Hotels and has been nominated for Women of Worth awards for Business and Entrepreneur category. Prem Ganapathy, an Indian entrepreneur and businessman, founder of the restaurant chain Dosa plaza. Starting with meager investment, he expanded Dosa plaza into a restaurant chain with 72 outlets in India, New Zealand, Oman, and UAE. V. Chollin Selvan, set up a manufacturing unit at the Small Industries Development Corporation (SIDCO) estate at Elambalur and making six snacks products. He also elaborated personal characteristics and skills of an entrepreneur.

List of Participants details registered and attended the program

Name of the participant	Department	Designation	Year of study	Name of the College	e-mail id
DURGADEVI R	BCA	Student	I Year	Muthayammal college arts & science	20uca033@muthayammal.in
Mr. S. DINAKARAN	Computer Application	Faculty		Muthayammal College of Arts & Science	cssdn@muthayammal.in
AADHITH S	B. COM CA	Student	I Year	Muthayammal college of arts and science	20ucc001@muthayammal.in
S.SOWMIYA	BIO technology	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS And SCIENCE RASIPURAM	sowmiya2001124@gmail.com
NETHAJI RAGUL N	COMMERCE	Student	III Year	MUTHAYAMMAL COLLAGE OF ARTS AND SCIENCE	nethajiragul334@gmail.com
K. DHIVYA	B. Sc. Chemistry	Student	I Year	Muthayammal college of arts and science	20uch009@muthayammal. In
K.G.DEEPAK	Chemistry	Student	II Year	Muthayammal college of arts and science	19uch010@muthayammal.in

T.LAVANYA	Chemistry	Student	I Year	MUTHAYAMMAL COLLEGE of ART'S & SCIENCE	20pch010@muthayammal.in
A. Karthigaiselvam	Economics	Faculty		Muthayammal College of Arts and Science Rasipuram	baakm@muthayammal.in
R.JEEVADHARSHINI	B.SC chemistry	Student	II Year	Muthayammal arts and science	Jeevadhharshinir2002@gmail.com
ELAYARAJA G	MICROBIOLOGY	Student	III Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	18umb009@muthayammal.in
C.SAKTHIVIGNESH	BCA	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	sakthivigneshsharma33@gmail.com
T.vaideki priya	Department of biotechnology	Student	I Year	Muthayammal college of arts and science	20pbt027@muthayammal.in
Dr. N. SUDHA	Chemistry	Faculty		MCAS	chnsa1@muthayammal.in
C.RAMYA	B.COM CA	Student	I Year	Muthayammal collage of arts and science	20ucc109@muthayammal.in
K. GUNAL	Chemistry	Student	II Year	Venetra Muthayammal College Of Arts and Science	19uch018@muthayammal.in
SUDHARSHINI T L	Chemistry	Student	I Year	Muthayammal College of Arts and Science	20uch046@muthayammal.in
KAVIRAJ G	B.COM.,C.A	Student	I Year	Muthayammal college of arts and science	20ucc070@muthayammal.in
N.VINOTHINI	BSC.CHEMISTRY	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	19uch095@muthayammal.in

SUSMITHA M	MATHEMATICS	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE, RASIPURAM	susmi0709@gmail.com
Dr. N. SUDHAKAR	R&D	Faculty		MCAS	rdcell@muthayammal.in
A THARANI	CHEMISTRY	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	tharaniathyappan@gmail.com
RITHANI D	Mathematics	Student	II Year	Muthayammal college of arts and science	rithani2626@gmail.com
SUWETHA P	Mathematics	Student	III Year	Muthayammal college of arts and science	swethasasikala123@gmail.com
NALINASHANKARIN	Chemistry	Student	I Year	Muthayammal College of arts and sciences	20pch013@muthayammal.in
RAKINE A	BCA	Student	I Year	Muthayammal college of arts and science	20uca094@muthayammal.in
KEERTHANA.V	MSc., Biotechnology	Student	I Year	Muthayammal college of arts and science	20pbt013@muthayammal.in
DHATCHANA R B	BCA	Student	I Year	Muthayammal college of arts and science	20uca027@muthayammal.in
S.SHAMKUMAR	Chemistry	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	19uch063@muthayammal.in
Dr. N. NITHIYA	Chemistry	Faculty		MCAS	chnna@muthayammal.in
M.PAVITHRA	CHEMISTRY	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	19uch044@muthayammal.in

R.JEEVADHARSHINI	B.SC.chemistry	Student	II Year	Muthayammal arts and science	Jeevadharshinir2002@gmail.com
Mrs. M. SARANYA	Chemistry	Faculty		Muthayammal College of Arts and Science	chmsa@muthayammal.in
S.DHIVYADHARSHINI	BSc chemistry	Student	I Year	Muthayammal college of arts and science	20uch010@muthayammal.in
VIAJAYAKUMAR. G	CHEMISTRY	Student	I Year	Muthayammal college of arts and science	20pch033@muthayammal.in
SUGANYA.S	COMPUTER SCIENCE	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	suganya1998ss@gmail.com
BHARANI. N	BCA	Student	I Year	Muthayammal college of arts and science	20UCA016@muthayammal.in
VANJINATHAN K	Chemistry	Student	III Year	Vanetra Muthayammal college of Arts and Science	18uch113@muthayammal.in
ARAVINTH.M	Bsc zoology	Student	III Year	Muthayammal college of art's & science	18uzo002@muthayammal.in
P.JEEVITHA	CHEMISTRY	Student	I Year	Muthayammal college of arts and science	20pch004@muthayammal.in
SUGANYA.S	COMPUTER SCIENCE	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	suganya1998ss@gmail.com
A. DHANUSHSREE	Bsc Bio technology	Student	I Year	Muthayammal college of arts and science	20ubt007@muthayammal.in
R.jeevadharshini	B.sc chemistry	Student	II Year	Muthayammal arts and science	Jeevadharshinir2002@gmail.com
VINOTHINI S	Chemistry	Student	III Year	Vanetra Muthayammal	18uch120@muthayammal.in

				college of Arts and Sceince	mal.in
G. GOKULA PRIYA	B.Sc chemistry	Student	I Year	Muthayammal College of arts and science	20uch013@ muthayammal.in
GOKULKANNAN. T	BSC ZOOLOGY	Student	III Year	MUTHYAMMAL COLLEGE OF ARTS& SCIENCE	gokulkannan342000 @gmail.com
R.jeevadharshini	B.sc chemistry	Student	II Year	Muthayammal arts and science	Jeevadharshinir2002 @gmail.com
KEERTHANA.K	B com (computer application)	Student	I Year	Muthayammal College of arts and science	20UCC173@ muthayammal.in
VAISHNAVI R	BCA	Student	I Year	Muthayammal college of arts and science	20uca128@muthaya mmal.in
VAISHNAVI R	BCA	Student	I Year	Muthayammal college of arts and science	20uca128@mutgaya mmal.in
KAVIRAJ G	B.COM.,C.A	Student	I Year	Muthayammal college of arts and science	20ucc070@muthaya mmal.in
VINISHA J	Bio technology bsc	Student	I Year	Vantera muthayammal college of arts and science	20UBT053@muthaya mmal.in
R.jeevadharshini	B.sc chemistry	Student	II Year	Muthayammal arts and science	Jeevadharshinir2002 z@gmail.com
BHARATHRAJ B	BCA	Student	I Year	VMCAS	20uca018@muthaya mmal.in
ABISHEK R	B.COM CA	Student	I Year	VANETRA MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	20ucc009@muthaya mmal.in
THIRUNAVUKKA RASU.K	Department of Chemistry	Student	II Year	Muthayammal College of Arts and Science	thiru76111@gmail.co m

ARAVINTH.M	Bsc.Zoology	Student	III Year	Muthayammal college of art's & science	aravinthsura2001@gmail.com
DHIVYADHARSHI NI. K	BCA	Student	I Year	Muthayammal college of arts and science	20uca029@muthayammal.in
RITHANI D	Mathematics	Student	II Year	Muthayammal college of arts and science	rithani2626@gmail.com

A REPORT OF ORIENTATION SESSION ON INNOVATION AND ENTREPRENEURSHIP BY Dr. N. SUDHA, ASSISTANT PROFESSOR OF CHEMISTRY AND HEAD – IIC, INNOVATION AMBASSADOR, MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE, RASIPURAM, ON 07.10.2021.



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Institution's Innovation Cell (IIC)
organizes

Orientation Session
on
Innovation and Entrepreneurship

Target Audience: I – Year UG & PG Students



**INSTITUTION'S
INNOVATION
COUNCIL**
Department of Chemistry

Speaker
Dr. N. SUDHA
Asst. Prof. of Chemistry and Head – IIC
Innovation Ambassador
Muthayammal College of Arts and Science
Rasipuram, Namakkal (DT), Tamil Nadu.

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The programme was convened by Dr. N. Sudha, Convener of IIC, Innovation Ambassador and Asst. Prof. of Chemistry. Dr. N. Sudha oriented the students about IIC and its role on motivating innovation and entrepreneurship among the students community. I have indicated clearly about the difference between Business man and entrepreneur, why to become an entrepreneur and the difference between discovery, invention and innovation. I have also explained the role of creativity and innovation for an entrepreneur. Explained about discovery, invention & innovation, need of creativity for innovation, steps involved in innovation and design thinking process. Motivated students by explaining successful innovations by students, examples of some young entrepreneurs in India, in Tamilnadu, entrepreneurs from Muthayammal College of Arts and Science (MCAS) and emerging entrepreneurs from our college MCAS. Program conducted through Google meet in two links. About 174 students of I - Year B. Com students attended the program and from that 81 students joined in the MCAS – IIC.



List of Participants details attended the program

Name of the student	Discipline	Year of study	Name of the College	e-mail id
V. DEEPIKASRI	B. Com.,	I Year	Muthayammal College of Arts and Science	venkteshvenkat5959@gmail.com
S. Mahin	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm073@muthayammal.in
B.BALA DHARSHINI	B. Com.,	I Year	Muthayammal College of Arts and Science	Baladharshini061@gmail
M.VAISHNAVI	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm182@muthayammal.in
M.Ramya	B. Com.,	I Year	Muthayammal College of Arts and Science	ramyamasilamani2004@gmail.com
Nitheesh c	B. Com.,	I Year	Muthayammal College of Arts and Science	nitheeshdevi1@gmail.com
S. Mahin	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm073@muthayammal.in
P.RISITHA	B. Com.,	I Year	Muthayammal College of Arts and Science	Parthibanchitra75@gmail.com
V.Nikhitha	B. Com.,	I Year	Muthayammal College of Arts and Science	nikhitharpm@gmail.com
A.ARUN	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm009@muthayammal.in
M LOGAVENKADESH	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm069@muthayammal.in
V. DEEPIKASRI	B. Com.,	I Year	Muthayammal College of Arts and Science	venkteshvenkat5959@gmail.com
S.S.Vishnu Prasath	B. Com.,	I Year	Muthayammal College of Arts and Science	vishnuprasathsince2004@gmail.com
SRIRAM S	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm169@muthayammal.in
S.KOKUL	B. Com.,	I Year	Muthayammal College of Arts and Science	kokultheking55@gmail.com
M. Sharmili	B. Com.,	I Year	Muthayammal College of Arts and Science	Sharmagesh5@gmail.com

K.BHARATH	B. Com.,	I Year	Muthayammal College of Arts and Science	bharathterror65157@gmail.com
M. ANBUMARAN	B. Com.,	I Year	Muthayammal College of Arts and Science	anbumaranmani2004@gmal.com
Kumaresan	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm0681@muthayammal.in
R. RAJESH	B. Com.,	I Year	Muthayammal College of Arts and Science	rrajesh4644@gmail.com
J.k.sakthipriya	B. Com.,	I Year	Muthayammal College of Arts and Science	Sakthipriyajaganathan69@gmail.com
SURESH.V	B. Com.,	I Year	Muthayammal College of Arts and Science	vengadesansuresh2003@gmail.com
E S Sridharan	B. Com.,	I Year	Muthayammal College of Arts and Science	sridharansri341@gmail.com
S.Tamil	B. Com.,	I Year	Muthayammal College of Arts and Science	tamilkannan3007@gmail.com
J.SRI VIDYA	B. Com.,	I Year	Muthayammal College of Arts and Science	Vidya7218@gmail.com
SASIKUMAR K	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm148@muthayammal.in
ARUN.A	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm009@muthayammal.in
S.PAVITHIRA	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm109@muthayammal.in
A. Irfaan	B. Com.,	I Year	Muthayammal College of Arts and Science	Irfaan614@gmail.com
K.karthikeyan	B. Com.,	I Year	Muthayammal College of Arts and Science	rahulviji2019@gmail.com
POOMANI.T	B. Com.,	I Year	Muthayammal College of Arts and Science	renurenu3653@gmail.com
Dinesh.S	B. Com.,	I Year	Muthayammal College of Arts and Science	meanuthivu062@gmail.com
Madhumitha.V	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm072@muthayammal.in
Deepak.v	B. Com.,	I Year	Muthayammal College of Arts and Science	deepak22012004@gamil.com

PRAVEEN. S	B. Com.,	I Year	Muthayammal College of Arts and Science	Praveenkaveen04@gamil.com
G.Arivignesh	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm007@muthayammal.in
s.naveen	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm094@muthayammal.in
P.PRIYADHARSHINI	B. Com.,	I Year	Muthayammal College of Arts and Science	prinipachamuthu@gmail.com
VASEEKARAN.A	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm184@muthayammal.in
M. Kavinkumar	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm061@muthayammal.in
KATHIRAVAN.G	B. Com.,	I Year	Muthayammal College of Arts and Science	Kathiravanga63@gmail.com
A. Karthick	B. Com.,	I Year	Muthayammal College of Arts and Science	ka926134@gmail.com
AR.kabeesh	B. Com.,	I Year	Muthayammal College of Arts and Science	kabilkabeesh@gmail.com
POOVIZHIRAJ M	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm113@muthayammal.in
KOHILA.V	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm65@muthayammal.in
SRIDHAR. S	B. Com.,	I Year	Muthayammal College of Arts and Science	Sridhar sekar@gmail.com
MANIKANDAN.M	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm078@muthayammal.in
R.Nanthitha	B. Com.,	I Year	Muthayammal College of Arts and Science	nanthithasuba3015@gmail.com
MANO.S	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm080@muthayammal.in
NAGARAJ R	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm088@muthayammal.in
SANTHOSH.K	B. Com.,	I Year	Muthayammal College of Arts and Science	Santhoshsanthosh@gmail.com
Ajith. J	B. Com.,	I Year	Muthayammal College of Arts and Science	ajithakash2020@gmail.com

K.karthikeyan	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm058@muthayammal.in
MANIKANDAPRABU	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm079@muthayammal.in
Gopinath p	B. Com.,	I Year	Muthayammal College of Arts and Science	imgopinath03@gmail.com
R.UDHAYA KUMAR	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm180@muthayammal.in
S.PRAVEEN	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm118@muthayammal.in
Mugundhan. M	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm086@muthayammal.in
Y.RUBAN	B. Com.,	I Year	Muthayammal College of Arts and Science	rubanyesu4@gmail.com
A.Santhiya	B. Com.,	I Year	Muthayammal College of Arts and Science	santhiya190404@gmail.com
S. Sugumar	B. Com.,	I Year	Muthayammal College of Arts and Science	smsugumar500@gmail.com
V.Hariprasath	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm046@muthayammal.in
B.VINOTHKUMAR	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm191@muthayammal.in
SANJAI E	B. Com.,	I Year	Muthayammal College of Arts and Science	elumalaiat6960@gmail.com
S. Oviya	B. Com.,	I Year	Muthayammal College of Arts and Science	Oviyasubramaniyan @gmail. Com
P.SWEETLEN ANISHA	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm177@muthayammal.in
B. Sanjay	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm143@muthayammal.in
N.BALAJI	B. Com.,	I Year	Muthayammal College of Arts and Science	naughtybalaji134@gmail.com
P.Tamil	B. Com.,	I Year	Muthayammal College of Arts and Science	P.tamil872@gmail.com
NAVIN S	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm097@mythayammal.in

ARTHANARI.G	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm008@muthayammal.in
DHANUSHYA.R	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm028@muthayammal.in
ESWARAN.S	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm036@muthayammal.in
K. NARESH	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucmo91@muthayammal.in
HARIKRISHNAN R	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm045@muthayammal.in
S. Chandru	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm020@muthayammal.in
K.RUKESH	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm137@muthayammal.in
KALPANA.P	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm054@muthayammal.in
Mugundhan. M	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm@muthayammai.in
?	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm030@muthayammal.in
M. Kavinkumar	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm061@muthayammal.in
A.Giridharan	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm038@muthayammal.in
M.Ramya	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm127@muthayammal.in
DIVYA R	B. Com.,	I Year	Muthayammal College of Arts and Science	divyaramu567@gmail.com
DHANUSHYA R	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm028@muthayammal.in
SRIDHAR. S	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm164@muthayammal.in
M. Sofia Azeema	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm158@muthayammal.in
HARIHAREN. B. S	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm044@muthayammal.in

PREMKUMAR. M	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm122@muthayammal.in
R.BARATH	B. Com.,	I Year	Muthayammal College of Arts and Science	barathrajasekaran2004@gmail.com
HARIKRISHNAN R	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm045@muthayammal.in
C.SHRI GAYATHIRI	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm153@muthayammal.in
A.D.SOUNDHARRAJAN	B. Com.,	I Year	Muthayammal College of Arts and Science	ssoundhar233@gmail.com
BARATH.M	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm014@muthayammal.in
MANOJ.P	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm081@muthayammal.in
M. SWATHI	B. Com.,	I Year	Muthayammal College of Arts and Science	Swathi princess2004@gmail.com
DHANUSHYA.R	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm028@muthayammal.in
A. Aravind	B. Com.,	I Year	Muthayammal College of Arts and Science	aravind aravind49946@gmail.com
P. Gopinath	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm040@muthayammal.in
K.karthikeyan	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm057@muthayammal.in
DHANUSHYA.R	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm028@muthayammal.in
P.RISITHA	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm135@muthayammal.in
DHANUSHYA.R	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm028@muthayamma.in
DHANUSH KUMAR k	B. Com.,	I Year	Muthayammal College of Arts and Science	21ucm027@muthayammala
Srithar s	B. Com.,	I Year	Muthayammal College of Arts and Science	srithar1909@gmail.com
MANO.S	B. Com.,	I Year	Muthayammal College of Arts and Science	lovelymano136@gmail.com

K. MIDHUNA
CHAKRAVARTHI

B. Com.,

I Year

Muthayammal College
of Arts and Science

mithunkaliyappan@gmali.com

A REPORT OF ORIENTATION SESSION ON DESIGN THINKING – A STRATEGY TO INNOVATE BY Dr. L. AKILANDESHWARI, ASSISTANT PROFESSOR OF CHEMISTRY, SRI SARADA COLLEGE FOR WOMEN (AUTONOMOUS), SALEM, ON 08.06.2021.

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Institution's Innovation Cell
Organizes
Orientation Session
on
Design Thinking - a strategy to Innovate

Innovation Ambassador
Dr. L. Akilandeshwari,
Assistant Professor of Chemistry,
Sri Sarada College for Women (Autonomous),
Salem - 16, Tamil Nadu.

07 June 2021 02:30 PM

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The programme was convened by Dr. N. Sudha, Convener of IIC and Asst. Prof. of Chemistry. The programme began with a welcome note and felicitation by Director of Academics of Muthayammal College of Arts and Science. The Orientation by Innovation Ambassador Dr. L.

Akilandeshwari, Assistant Professor of Chemistry & Convener of IIC, Sri Sarada College for Women (Autonomous), Salem, familiarized the students with innovations and inventions and the need for innovation etc., The students and faculties enjoyed her orientation in an active manner, she explained the 5 steps of design thinking and many innovations that was based on design thinking and this session would have been the rudiments of design thinking –Empathise, Define, Ideate, Prototype and Test. The students were very interactive in the session and assured that the content reached them. Also the lecture included anecdotes of startups so as to inspire the students and asked them to take part in National level contest-what so ever is organized by MIC. Overall the students got inspired and motivated in this session.

List of Participants details registered and attended the program

Name of the participant	Department	Designation	Year of study	Name of the College	e-mail id
VAISHNAVI.G	B.sc Chemistry	Student	I Year	Muthayammal College of arts and sciences	20uch050@muthayammal.in
NALINASHANKAR IN	Chemistry	Student	I Year	Muthayammal college of arts and sciences	20PCH013@muthayammal.in
SANGAVI.S	B sc Biotechnology	Student	I Year	Venatra muthayammal collage of Arts and science	20UBT041@muthayammal.in
DHANAPAL. A	BCA	Student	I Year	Muthayammal college of Arts and science	20uca023@muthayammal.in
T.vaideki priya	Department of biotechnology	Student	I Year	Muthayammal college of arts and science	20pbt027@muthayammal.in
S.DHANUSYA	MSc., Chemistry	Student	II Year	Vanetra Muthayammal college of arts and science	19pch004@muthayammal.in
Parvatha R	Mathematics	Faculty		Muthayammal college of arts and science	Marpa@muthayammal.in

Dr. M. DEVI	Biochemistry	Faculty		Muthayammal College of Arts and Science	bcmdi@muthayammal.in
M.SHALINI	Chemistry	Student	II Year	Muthayammal college of arts and science	19pch026@muthayammal.in
M.Divya	Chemistry	Student	II Year	Muthayammal college of Arts and science	19pch007@muthayammal.in
C. Nivetha	Chemistry	Student	II Year	Muthayammal college of arts and science	ammunivetha98@gmail.com
D.AJITHA	Chemistry	Student	II Year	Muthayammal college of arts and science	19pch002@muthayammal.in
SARANYA J	Msc., chemistry	Student	II Year	Muthayammal clg of arts and science	saranyasaranya0075@gmail.com
ABISHEK R	B.COM CA	Student	I Year	VANETRA MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	20ucc009@muthayammal.in
Mr. S. DINAKARAN	Computer Application	Faculty		Muthayammal College of Arts & Science, Rasipuram	cssdn@muthayammal.in
SUWETHA P	Mathematics	Student	III Year	Muthayammal college of arts and science	swethasasikala123@gmail.com
HEMA SRI.T	BCA	Student	I Year	Muthayammal college of arts and sciences	20uca043@muthayammal.in
SUWETHA P	Mathematics	Student	III Year	Muthayammal college of arts and science	swethasasikala123@gmail.com
DHATCHANA R B	BCA	Student	I Year	Muthayammal college of arts and science	20uca027@muthayammal.in

T.vaideki priya	Department of biotechnology	Student	I Year	Muthayammal college of arts and science	20pbt027@muthayammal.in
VANJINATHAN K	Chemistry	Student	III Year	Muthayammal college of Arts and Science	18uch113@muthayammal.in
kaviya. N	B.sc chemistry	Student	I Year	Muthayammal College of arts and science Rasipuram	20uch020@muthayammal.in
SHAGITHA BANU A	BCA	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	20uca111@muthayammal.in
FOUZIA AFRIN V	Commerce	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	fouziaafrin456@gmail.com
VAISHNAVI R	BCA	Student	I Year	Muthayammal college of arts and science	20uca128@muthayammal.in
DHANAPAL. A	BCA	Student	I Year	Muthayammal college of arts and science	20uca023@muthayammal.in
YAMUNA.P	BSC.MATHEMATICS	Student	II Year	Muthayammal college of arts and science	yamunajas666@gmail.com
A. Karthigaiselvam	Economics	Faculty		Muthayammal College of Arts and Science Rasipuram	baakm@muthayammal.in
GOKULKANNAN.T	BSC ZOOLOGY	Student	III Year	MUTHYAMMAL COLLEGE OF ARTS& SCIENCE	gokulkannan342000@gmail.com
NITHYA.K	B.com. ca	Student	I Year	Muthayammal college of arts & science, rasipuram	20ucc094@muthayammal.in

P. SHOBANA DEVI	BIOCHEMISTRY	Faculty		MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	bcpsi@muthayammal.in
MADHAN PRASANTH J	Bcom ca	Student	I Year	Mcas	20UCC075@Muthayammal.in
SRILEKHA N.S	Mathematics	Student	II Year	Muthayammal college of arts and science	19uma112@muthayammal.in
Jeevitha N	B.sc physics	Student	III Year	Vmcas	18uph121@muthayammal.in
NAGARAJA.V	Commerce	Student	III Year	Muthayammal college of arts and science	vnrajavnrajaerode@gmail.com
ELAYARAJA G	MICROBIOLOGY	Student	III Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	18umb009@muthayammal.in
SRI NIVETHA . K	Bsc computer science	Student	II Year	Muthayammal college of arts and science	19ucs154@muthayammal.in
S.DEVI PRIYA	BSc.BIOTECHNOLOGY	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	19ubt004@muthayammal.in
R.BRINDHA	Bachelor of computer applications	Student	II Year	Muthayammal College of arts and sciences ,Rasipuram, Nammakkal.	bindurajendran007@gmail.com
KISHORE R	BSC BIOTECHNOLOGY	Student	III Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	kishorerajkumar2323@gmail.com
JEEVITHA M	Mathematics	Student	II Year	Muthayammal college of arts and science	19uma034@muthayammal.in
BHARATHRAJ B	BCA	Student	I Year	VMCAS	20uca018@muthayammal.in

SANGEETHA.S	B.com	Student	I Year	Muthayammal college art's & science	20ucm134@muthayammal.in
RAKINE A	BCA	Student	I Year	Muthayammal college of arts and science	20uca094@muthayammal.in
R.BRINDHA	Bachelor of computer applications	Student	II Year	Muthayammal College of arts and sciences, Rasipuram, Nammakkal.	bindurajendran007@gmail.com
K.G.DEEPAK	Chemistry	Student	II Year	Muthayammal college of arts and science	19uch010@muthayammal.in
S. Ramkumar	Chemistry	Faculty		Muthayammal College of Arts and Science, Rasipuram	chsrr@muthayammal.in
SARAVANAKUMAR.M	B com ca	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	20ucc119@muthayammal.in
VIGNESH RAJ D	BIOTECHNOLOGY	Student	III Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	vigneshraj858@gmail.com
DIVYA K	BIOTECHNOLOGY	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE, RASIPURAM	divyakmohan25@gmail.com
PUGAZHENDHI S	Bsc Biotechnology	Student	II Year	Muthayammal college of arts and sciences, Rasipuram	smartpugal252@gmail.com
SATHYA P	B.Sc., BIOTECHNOLOGY	Student	II Year	Muthayammal College of arts and science, Rasipuram	sathyaselvi756@gmail.com

C.Balasurya	B.com	Student	II Year	Muthayammal arts and science	19ucm018@muthayammal.in
R.LOHITHA	BSC computer science	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	20ucs077@muthayammal.in
K GUNAL	Chemistry	Student	II Year	Muthayammal college of Arts and science	gunalkamaraj2002@gmail.com
R. Pavithra	Department of biotechnology	Student	II Year	Muthayammal college of arts and science	pavithraraja44@gmail.com
T.LAVANYA	Chemistry	Student	I Year	MUTHAYAMMAL COLLEGE of ART'S &SCIENCE	20pch010@muthayammal.in
HEMA SRI.T	BCA	Student	I Year	Muthayammal college of arts and sciences	20uca043@muthayammal.in
DHATCHANA R B	BCA	Student	I Year	Muthayammal college of arts and science	20uca027@muthayammal.in
HARIPRIYA A	Bsc.computer science	Student	I Year	Muthayammal college of arts and sciences	20ucs052@mutgayammal.in
DINAHARAN.M	Computer science	Student	II Year	Muthayammal college of arts and science	19ucs022@muthayammal.in
LAVANYA.R	BSC Computer science	Student	I Year	Muthayammal college arts and science	20ucs075@muthayammal.in
Dr. N. SUDHA	Chemistry	Faculty		MCAS	chnsa1@muthayammal.in
S.SOWMIYA	BIO technology	Student	II Year	MUTHAYAMMAL COLLEGE of ARTS And SCIENCE RASIPURAM	sowmiya2001124@gmail.com
KAVITHA.M	B.Sc-COMPUTER	Student	I Year	MUTHAYAMMAL COLLEGE OF	20ucs070@muthay

	SCIENCE			ARTS AND SCIENCE	ammal.in
GOKUL. J	COMPUTER SCIENCE	Student	II Year	MUTHAYAMMAL ARTS AND SCIENCE COLLEGE	19ucs031@muthayammal.in
AADHITH S	B. COM CA	Student	I Year	muthayammal college of arts and science	20ucc001@muthayammal.in
N. MALATHI	B. SC COMPUTER SCIENCE	Student		MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	20UCS078@muthayammal.in
Dr. N. Nithiya	Chemistry	Faculty		Muthayammal College of Arts and Science (A unit of VANETRA group)	chnna@muthayammal.in
S.Janaki Sarumathi	B.sc computer science	Student	I Year	Muthayammal college of arts and science	20ucs055@muthayammal.in
V.KAVIPRIYA	BSC.COMPUTER SCIENCE	Student	I Year	Vanetra muthayammal college of arts and science	20ucs069@muthayammal.in
Keerthi	Bsc computer science	Student	I Year	Muthayammal college of Arts and Science	20ucs071@muthayammal.in
Mrs. M. Saranya	Chemistry	Faculty		Muthayammal College of Arts and Science	vmsaranya14@gmail.com
HEMASASI.M	B.COM	Student	II Year	Muthayammal college of arts and science	hemasasi2705@gmail.com
G S RETHEEKHAA	MICROBIOLOGY	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	retheesrini129@gmail.com

HEMA. G	BCA	Student	I Year	Muthayammal college of arts and science	20uca041@muthayammal.in
HARETHA V.S	Bsc.,Chemistry	Student	I Year	Vanetra Muthayammal Arts and Science	sumihare753@gmail.com
D.DHANUSHIYA	B.COM.CA	Student	I Year	Muthayammal arts and science	20ucc036@muthayammal.in
RAKINE A	BCA	Student	I Year	Muthayammal college of arts and science	20uca094@muthayammal.in

A REPORT OF ORIENTATION SESSION ON INNOVATION AND ENTREPRENEURSHIP BY Dr. N. SUDHA, ASSISTANT PROFESSOR OF CHEMISTRY AND HEAD – IIC, INNOVATION AMBASSADOR, MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE, RASIPURAM, ON 08.10.2021.



**MUTHAYAMMAL
COLLEGE OF ARTS
& SCIENCE**
An Autonomous Institute

An Autonomous College - Affiliated to Pondicherry University, Salem
Accredited by NAAC with 'A' Grade
Recognized by UGC under Section 1(B)(ii)(B)
Recognized for 2000 College Scheme - DWT
RASIPURAM, NAMAKKAL DIST - 605002, TAMIL NADU, INDIA



Institution's Innovation Cell (IIC)
organizes

Orientation Session
on
Innovation and Entrepreneurship

Target Audience: I – Year UG & PG Students



**INSTITUTION'S
INNOVATION
COUNCIL**
Department of Chemistry

Speaker
Dr. N. SUDHA
Asst. Prof. of Chemistry and Head – IIC
Innovation Ambassador
Muthayammal College of Arts and Science
Rasipuram, Namakkal (DT), Tamil Nadu.

Google Meet Link : <https://meet.google.com/tmm-tvtf-qpb>

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The programme was convened by Dr. N. Sudha, Convener of IIC, Innovation Ambassador and Asst. Prof. of Chemistry. Dr. N. Sudha oriented the students about IIC and its role on motivating innovation and entrepreneurship among the students community. I have indicated clearly about the difference between Business man and entrepreneur, why to become an entrepreneur and the difference between discovery, invention and innovation. I have also explained the role of creativity and innovation for an entrepreneur. Explained about discovery, invention & innovation, need of creativity for innovation, steps involved in innovation and design thinking process. Motivated students by explaining successful innovations by students, examples of some young entrepreneurs in India, in Tamilnadu, entrepreneurs from Muthayammal College of Arts and Science (MCAS) and emerging entrepreneurs from our college MCAS.

About 86 students of I - Year B. Sc., Computer Science (Sec A & B) students attended the program and from that 35 students joined in the MCAS – IIC.

List of Participants details attended the program

Name of the student	Discipline	Year of study	Section	Name of the College	e-mail id
HARI HARAN R	B. Sc., CS	I Year	B	Muthayammal college of arts and science	itsmeharigharan2004@gmail.com
KAVIN KUMAR M	B. Sc., CS	I Year	B	Muthayammal college of arts and science	kavinkumarmurugesan3@gmail.com
DHINAKAR S	B. Sc., CS	I Year	A	Muthayammal college of arts and science	Srinidinakar@gmail.com
M. Divya	B. Sc., CS	I Year	A	Muthayammal college of arts and science	21ucs041@muthayammal.in
M. Malathi	B. Sc., CS	I Year	B	Muthayammal college of arts and science	21ucs083@muthayammal.in
KALAIYARASAN. S	B. Sc., CS	I Year	B	Muthayammal college of arts and science	kalaiyaran7711@gmail.com
ASWIN R	B. Sc., CS	I Year	A	Muthayammal college of arts and science	21ucs017@muthayammal.in
M. Hariharan	B. Sc., CS	I Year	B	Muthayammal college of arts and science	21ucs049@muthayammal.in

KAVIYA	B. Sc., CS	I Year	B	Muthayammal college of arts and science	samkaviya2004@gmail.com
S.Maheswari	B. Sc., CS	I Year	B	Muthayammal college of arts and science	21ucs082@Muthayammal.in
M.Deepika	B. Sc., CS	I Year	A	Muthayammal college of arts and science	21ucs027@muthayammal.in
JANARTHANAN S	B. Sc., CS	I Year	B	Muthayammal college of arts and science	21ucs057@muthayammal.in
GOKULAN GV	B. Sc., CS	I Year	B	Muthayammal college of arts and science	gokulangovindan0510@gmail.com
GOKULKUMAR. R	B. Sc., CS	I Year	B	Muthayammal college of arts and science	21ucs046@muthayammal.in
GOPINATH. Book	B. Sc., CS	I Year	B	Muthayammal college of arts and science	21ucs047@muthayammal.in
DEEPA P	B. Sc., CS	I Year	A	Muthayammal college of arts and science	21ucs023@muthayammal.in
MADHUMITHRA S	B. Sc., CS	I Year	B	Muthayammal college of arts and science	madhumaha2k@gmail.com
DHIVAKAR S	B. Sc., CS	I Year	A	Muthayammal college of arts and science	dhivakardhina2004@gmail.com
M.KATHIR	B. Sc., CS	I Year	B	Muthayammal college of arts and science	21ucs067@muthayammal.in
N.ABIRAMI	B. Sc., CS	I Year	A	Muthayammal college of arts and science	21Ucs007@muthayammal.in
R V AKALYA	B. Sc., CS	I Year	A	Muthayammal college of arts and science	21ucs008@muthayammal.in
KEERTHANA K	B. Sc., CS	I Year	B	Muthayammal college of arts and science	21ucs072 muthayammal
S.Harini	B. Sc., CS	I Year	B	Muthayammal college of arts and science	21ucs051@muthayammal.in
KIRUTHIKA T	B. Sc., CS	I Year	B	Muthayammal college of arts and science	kiruthimandy@gmail.com
Jayabharathi p	B. Sc., CS	I Year	B	Muthayammal college of arts and science	21ucs058@muthayammal.in
Kamalika v	B. Sc., CS	I Year	B	Muthayammal college of arts and science	21ucs063@muthayammal.in

V.M.Janani	B. Sc., CS	I Year	B	Muthayammal college of arts and science	21ucs056@muthayammal.in
ABINAYA.R	B. Sc., CS	I Year	A	Muthayammal college of arts and science	21ucs005@muthayammal.in
JAYAPRIYA K	B. Sc., CS	I Year	B	Muthayammal college of arts and science	Queenpriya1030@gmail.com
ARUNKUMAR A	B. Sc., CS	I Year	A	Muthayammal college of arts and science	arunkumarabcs@gmail.com
HARIPRAKASH G	B. Sc., CS	I Year	B	Muthayammal college of arts and science	21ucs052@muthayammal.in
R DEEPIKASRI	B. Sc., CS	I Year	A	Muthayammal college of arts and science	deepibala19@gmail.com
KAMALIKAA N S	B. Sc., CS	I Year	B	Muthayammal college of arts and science	21ucs064@muthayammal.in
AADHI SHANKAR S M	B. Sc., CS	I Year	A	Muthayammal college of arts and science	21ucs001@muthayammal.in
ARUN E	B. Sc., CS	I Year	A	Muthayammal college of arts and science	arunkavin3366@gmail.com
JAYAGEETHA M	B. Sc., CS	I Year	B	Muthayammal college of arts and science	21ucs178@muthayammal.in
AARTHI R	B. Sc., CS	I Year	A	Muthayammal college of arts and science	aarthir432@gmail.com
JANARTHANAN S	B. Sc., CS	I Year	B	Muthayammal college of arts and science	21ucs057@muthayammal.in
KESAVAN V	B. Sc., CS	I Year	B	Muthayammal college of arts and science	www.sketchkesav007@gamil.com
ARUL R	B. Sc., CS	I Year	A	Muthayammal college of arts and science	21ucs013@muthayammal.in
DHIVYA BHARATHI P	B. Sc., CS	I Year	A	Muthayammal college of arts and science	divyacs0106@gmail.com
S.Deepashri	B. Sc., CS	I Year	A	Muthayammal college of arts and science	jothideepa1986@gmail.com
Mathumitha.s	B. Sc., CS	I Year	B	Muthayammal college of arts and science	lovelymathugm@gmail.com
ANITHA. K	B. Sc., CS	I Year	A	Muthayammal college of arts and science	Anitha1062003@gamil.Com

GEETHA S	B. Sc., CS	I Year	A	Muthayammal college of arts and science	21ucs043@muthayammal.in
C. ABIRAMI	B. Sc., CS	I Year	A	Muthayammal college of arts and science	abia72241@gmail.com
R.Abinaya	B. Sc., CS	I Year	A	Muthayammal college of arts and science	21ucs004@muthayammal.in
M.K.Dharshini	B. Sc., CS	I Year	A	Muthayammal college of arts and science	21ucs033@muthayammal.in
C. Lingeswaran	B. Sc., CS	I Year	B	Muthayammal college of arts and science	lingeshcsl@gmail.com
KARTHIKA P	B. Sc., CS	I Year	B	Muthayammal college of arts and science	karthikap117@gmail.in
R.DHARSHINI	B. Sc., CS	I Year	A	Muthayammal college of arts and science	21ucs034@muthayammal.in
S. DHARUN	B. Sc., CS	I Year	A	Muthayammal college of arts and science	dharunsiva4@gmail.com
MANOJ KUMAR S	B. Sc., CS	I Year	B	Muthayammal college of arts and science	manojkumarsenthil02@gmail.com
G.GOKUL	B. Sc., CS	I Year	A	Muthayammal college of arts and science	21ucs044@muthayammal.in
Manobalan s	B. Sc., CS	I Year	B	Muthayammal college of arts and science	21ucs084@muthayammal.in
ASWINKUMAR M	B. Sc., CS	I Year	A	Muthayammal college of arts and science	aswin887030@gmail.com
ANITHA K	B. Sc., CS	I Year	A	Muthayammal college of arts and science	2ucs012@muthayammal.in
S.Dhanush	B. Sc., CS	I Year	A	Muthayammal college of arts and science	21ucs030@muthayammal.in
Anitha	B. Sc., CS	I Year	A	Muthayammal college of arts and science	Anitha1062003@gamil.com
ARUNKUMAR A	B. Sc., CS	I Year	A	Muthayammal college of arts and science	arunk226835@gmail.com
Arun E	B. Sc., CS	I Year	A	Muthayammal college of arts and science	arunkavin3366@gmail.com

A Session on Marketing Strategy in Business

1. Objective

To explain about various marketing strategies like Crazy Marketing, B2B Marketing Strategies created by the companies to promote a product or service in their business.

2. Agenda (Date & Time, Venue , Guest details)

Date: 08.12.2021

Time: 3.00 PM – 4.00 PM

Venue: B – Block Conference hall

Speaker: 1. Mr. J. Madhan Prasanth,

II - B. Com. CA, Dept. of Commerce, MCAS

&

2. Ms. D. Dhanusiya,

II - B. Com. CA, Dept. of Commerce, MCAS

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

Explained about crazy marketing advertisement strategy used by the following companies to promote a product or service in their business.

Redbull Marketing Strategy: Red Bull placed empty cans in bins and around London city to increase their sales.

BMW Marketing Strategy: They have kept glass box in in public bus stop in the city of France and they given terms and condition that, if they break the glass with only their legs they can pick a 3 million dollar and BMW. For celebrating 100 years of BMW in 2017 they offered their customer as a gift they can go free in tolls in New York City.

Domino's Pull Marketing (Think about it): When you receive extra seasoning packets, you either place it on a shelf or in your refrigerator. Now, whenever you open the shelf or the refrigerator, the seasoning packets come in your line of sight and they trigger memories in your brain about the last time you had that pizza, and you start craving for it yet again.

PUMA Marketing Strategy: In 1970 Soccer World Cup Final, Puma paid Pele 1,20,000 dollars to tie his shoes before beginning of the match, so that the whole world watches Pele tie his Puma sneakers.

Lakshmi to Lakme: Launched by JRD Tata on the request of Nehru, Lakmé was India's first made-in-India makeup brand that found its genesis in aftermath of our Independence from the British Raj.

Also explained Content Marketing, Inbound Marketing, Social Media Marketing, Search Engine Optimization and Marketing, Social Networks and Viral Marketing, Paid Media Advertising, Internet Marketing, Email Marketing and Direct Selling.

4. Photographs





5. Feedback

Students gave positive feedback about the session was useful, this was the first program in IIC where the students acted as a speaker, and it will help them to develop their knowledge, communication skill, boldness and problem finding.

6. (i) Number of Staff Participants: 2

(ii) Number of Students Participants: 114

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

**A REPORT ON STRAT-UP ECOSYSTEM: PALMYRA CULTURE AND ITS SCOPE
ON 09.07.2021 BY START-UP ECOSYSTEM ENABLER**

The poster features the Muthayammal College of Arts & Science logo at the top left, with text indicating it is an autonomous college affiliated to Ponnaiyandi University, Salem, accredited by NAAC with A Grade, recognized by UGC under Section 2(F)(12)(B), and recognized for its 100+ Startup Scheme. The address is Rasipuram, Namakkal Dt - 637 408, Tamil Nadu, India. The event is organized by the Institution's Innovation Cell. The main title is 'Start-up Ecosystem: Palmyra Culture and its Scope', with the Tamil translation 'பலேயாபூதாக்களில்: பலேயாக்காய் வாய்ப்புவிபலும் தொழில் வாய்ப்புகளும்'. The speaker is Dr. P. Mosae Selvakumar, a Visiting Professor of Chemistry, Science and Health Program, Anna University for Women, Chittoor, Bengaluru. The session is on July 9th, 2021, at 11:00 AM. The poster also includes a Google Meet logo and a background image of palm trees against a sunset sky. At the bottom, there are social media links for Facebook, Instagram, and YouTube, and the website www.vanetrogroup.in.

This program was conducted by Institution's Innovation Cell (IIC) of Muthayammal College of Arts and Science. Chief guest Dr. P. Mosae Selvakumar explained about the palmyra importance, benefits and its business opportunities. Cultivation and growth of palm trees in a stage wise manner and usage of each and every parts of palm tree. Highlighted the medicinal values and benefits of the liquid taken from palm trees and its value added products such as Palm

Jaggery, Jam, Vinegar, hand sanitizer, etc. Also explained the early stage of underground root of palm, its value added product as powder and its medicinal values. Research carried out the powder part taken from the early stage of palm leaves and its wound healing property, patent from the value added products of palm. The speaker insisted the participants to grow palm in their own areas, carry out the research and value added products from the nearby available valuable products in a successful manner.

List of Participants details registered and attended the program

Name of the participant	Department	Designation	Year of study (Student)	Name of the College	E-mail id
Dr. N. SUDHA	Chemistry	Faculty		MCAS	chnsa1@muthayammal.in
T.LAVANYA	Chemistry	Student	I Year	MUTHAYAMMAL COLLEGE of ART'S & SCIENCE	20pch010@muthayammal.in
Dr. N. SUDHAKAR	R&D	Faculty		MCAS	rdcell@muthayammal.in
KAVIYA. N	B. Sc chemistry	Student	I Year	Muthayammal College of arts and science Rasipuram	20uch020@muthayammal.in
DHARANI.P	BSC.COMPUTER SCIENCE	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	dharanivsel@gmail.com
G.BOOPATHI	M.Sc ORGANIC CHEMISTRY	Student	I Year	Muthayammal collage of arts and science	boopathib579@gmail.com
M.VENUARAVINDH	B.sc chemistry	Student	I Year	Muthayammal college of arts and science	venuaravindh333@gmail.com
SUSMITHA M	MATHEMATICS	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	susmi0709@gmail.com
P. Gopalakrishnan	B.SC Chemistry	Student	I Year	Muthayammal College of arts and science	20uch014@muthayammal.in
S.PRIYANKA	M.sc., CHEMISTRY	Student	I Year	Mcas	20pch020@muthayammal.in
KAVIYA.S	Bsc, chemistry	Student	I Year	Muthayammal college of arts and science	20uch021@muthayammal.in
V. DEEPIKA	GENERAL CHEMISTRY	Student	I Year	Muthayammal arts and science college	Vdeepika2015@gmail.com

THENMOZHI M	B.SC Microbiology	Student	II Year	Muthayammal collage of arts and science	tthenmozhimani08 06@gmail.com
MOHAN M	MECHANICAL	Faculty		MUTHAYAMMAL POLYTECHNIC INSTITUTION	memmn@muthay ammal.org
Saranya J	MSc., Chemistry	Student	II Year	Muthayammal clg of arts and science	saranyasaranya00 75@gmail.com
P.JEEVITHA	CHEMISTRY	Student	I Year	Muthayammal college of arts and science	20pch004@mutha yammal.in
NAVEEN V	MSC CHEMISTRY	Student	I Year	VANETRA MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	createnaveen14@ gmail.com
RAKINE A	BCA	Student	I Year	Muthayammal college of arts and science	20uca094@mutha yammal.in
Dr. N. NITHIYA	Chemistry	Faculty		MCAS	chnna@muthaya mmal.in
M.PAVITHRA	CHEMISTRY	Student	III Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	pavi2592001@gm ail.com
GAYATHRI.M	B.Sc.,Mathe matics	Student	II Year	Muthayammal college of Arts and sciences	19uma022@muth ayammal.in
VAISHNAVI R	BCA	Student	I Year	Muthayammal college of arts and science	20uca128@mutha yammal.in
S.SASIKUMAR	B.COM Commerce	Student	II Year	Muthayammal college of Art and Science	19ucc100@mutha yammal.in
SUWETHIKA G	MICROBIOL OGY	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	suwethikamicrobio logy@gmail.com
S.SOWMIYA	BIOTECHNO LOGY	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCES	sowmiya2001124 @gmail.com
R. DHANUSH	B. SC. Chemistry	Student	III Year	Muthayammal college of arts and science	dhanushdhanush mn@gamil.com
SHENEHA R K	M.sc CHEMISTRY	Student	I Year	Muthayammal college of arts and science, Rasipuram	shenehakaviraj20 00@gmail.com
M.KAVIYARASU	B.sc.chemistr y	Student	I Year	Muthayammal College of Arts & Science (A Unit of VANETRA Group) College	kyarasu940@gmai l.com

Dr L DEVI	Computer Application	Faculty		MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	caldi@muthayammal.in
K.THIRUNAVUKKARASU	Chemistry	Student	III Year	Muthayammal College of Arts and Science	thiru76111@gmail.com
SUDHARSHINI T L	Chemistry	Student	I Year	Muthayammal College of Arts and Science	20uch046@muthayammal.in
M.PRIYADHARSHINI	CHEMISTRY	Student	I Year	MUTHAYAMMAL INSTITUTE	priyamaail944@gmail.com
CHANDRU.A	MICROBIOLOGY	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	19umb003@gmail.com
PRIYA.G	Microbiology	Student	II Year	Vanetra muthayammal college of arts and science	19umb034@muthayammal.in
Mr. A. KARTHIGAI SELVAN	BBA	Faculty		MCAS	baakn@muthayammal.in
L.PRADEEP	Chemistry	Student	I Year	Muthayammal college of arts and sciences	20pch017@muthayammal.in
K. DHIVYA	B. Sc. Chemistry	Student	I Year	Muthayammal college of arts and science	20uch009@muthayammal.in
SURESH.S	Chemistry	Student	I Year	muthayammal College of arts and science	sureshs29102002@mail.com
VAISHNAVI.G	B.sc chemistry	Student	I Year	Muthayammal College of arts and sciences	20uch050@muthayammal.in
SOWMIYA.R	B.Sc chemistry	Student	I Year	Muthayammal college of arts and science	20uch042@muthayammal.in
P.SURIYA	B.sc.chemistry	Student	II Year	Vanetra Muthayammal College of Arts & Science	19uch104@muthayammal.in
Mr. P. AYYANAR	Chemistry	Faculty		MCAS	chpar@muthayammal.in
KANMANI.S	Chemistry	Student	I Year	Muthayammal college of arts and science	20uch019@muthayammal.in
SRINIVASAN.S	CHEMISTRY	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	Srinivasanschemistry@gmail.com
S.DHIVYADHARSHINI	B.Sc.,Chemistry	Student	I Year	Muthayammal college of arts and science	20uch010@muthayammal.in

N.VINOTHINI	BSC.CHEMISTRY	Student	II Year	VANETRA MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	19uch095@muthayammal.in
ANISHA.B	Bsc.chemistry	Student	I Year	Muthayammal college of arts and science	20UCH004@muthayammal.in
K KAVITHA	M.sc chemistry	Student	I Year	Mcas	kavithachem2019@gmail.com
RAGAVAN R	Chemistry	Student	I Year	Muthayammal college of arts and science	rishapragavan4@gmail.com
HARETHA V.S	B.SC.,CHEMISTRY	Student	I Year	Muthayammal college of arts and science	sumihare753@gmail.com
S.THANGAMANI	B.SC CHEMISTRY	Student	III Year	Muthayammal college of arts and sciences	19uch075@muthayammal.in
AKASH.C	Bsc . Chemistry	Student	I Year	Muthayammal collage of arts and science	akashche2020@gmail.com
SHAGITHA BANU A	BCA	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	shagithabanu20@gmail.com
SARATHKUMAR S	B.sc chemistry I - year	Student	I Year	Muthayamal college of arts and science	20uch039@muthayammal.in
VAISHNAVI R	BCA	Student	I Year	Muthayammal college of arts and science	20uca128@muthayammal.in
KOWSHIKA .M.C	1st year B.Sc.Chemistry	Student	I Year	Venetra MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	20uch023@muthayammal.in
NAVEENKUMAR C	B.sc.chemistry	Student	I Year	Muthayammal college of arts and science	20uch029@muthayammal.in
M.PRIYA	M.SC. CHEMISTRY	Student	I Year	Muthayammal college of Arts and secince	20pch018@muthayammal.in
A THARANI	CHEMISTRY	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	tharaniathyappan@gmail.com
NALINASHANKA RI N	Chemistry	Student	I Year	Muthayammal College of arts and sciences	20PCH013@muthayammal.in
UMAMAHESHWARI G	Mathematics	Student	III Year	Muthayammal college of arts and science	18uma239@muthayammal.in

M ROJA	Chemistry	Student	I Year	Muthayammal college of arts and science	20pch036@muthayammal.in
INDHUMATHI K	Chemistry bsc	Student	III Year	Muthayammal college of arts and science	indhumathi05558@gmail.com
VIJAYAKUMAR .G	Chemistry	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	vijaykumar26400@gmail.com
SORNALATHA G	BCA	Student	I Year	Muthayammal college of Arts and Science	20uca115@muthayammal.in
A.DINESH	CHEMISTRY	Student	III Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	19uch013@muthayammal.in
S.NAVEENPRASATH	Chemistry	Student	I Year	MUTHAYAMMAL COLLEGE OF ART'S AND SCIENCE	prasathnaveen003@gmail.com
RAMYA S	M.Sc mathematics	Student	I Year	Muthayammal college of arts and science	rumyasaravanan@gmail.com
G.P.DHARSHINI	B.sc chemistry	Student	I Year	Muthayammal arts and science	20uch008@muthayamml.in
Sathiyapriya M	Chemistry	Student	I Year	Muthayamal college of arts and science Rasipuram	sathiyamsd01@gmail.com
Mrs. M. Saranya	Chemistry	Faculty		Muthayammal College of Arts and Science	chmsa@muthayammal.in
MOHANAPRIYAM	chemistry	Student	II Year	Vantetra Muthayammal College of Arts & Science	19uch035@muthayammal.in
M ROJA	Chemistry	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	20pch036@muthayammal.in

Innovation by Students - To Change the Future World

1. Objective

To impart Innovation by Students - To Change the Future World

2. Agenda (Date & Time, Venue , Guest details)

Date: 09.08.2021

Time: 02.30 PM – 04.00 PM

Venue: Online – Google meet

Chief Guest: Dr. G. Krishnamoorthy,

Assistant Professor Of Biochemistry And R & D Member,

Muthayammal College of Arts and Science

Rasipuram.

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

Chief guest Dr. G. Krishnamoorthy explained about Innovation, difference between discovery, invention and innovation. He also shared that everyone having ideas, innovations is within each of us, we just need to unlock it and change is the opportunity for innovate. He explained the discovery of nano tubes in 6th century in Keeladi, Tamil Nadu, kinds of innovations, process of innovations and fields of innovations. He also explained 40 greatest innovations from ancient period to till now, innovation in agriculture, food technology, innovative applications from nanotechnology, innovative material from Bio-wastes, Biotech innovations: Biosensors, 3D-Bioprinting, Bioplastics, Bioenergy, Gene editing, etc., innovation in management principles, opportunities abound for innovation in the chemical process industries, some innovations by students such as Automatic spike system near traffic control, pen to check concentration, Automatic blade swinging in ceiling fan for easy cleaning, wheel chair convertible to crutches, oxygen and carbon dioxide indicator levels in the cars, etc.

4. Photographs





5. **Feedback**

Participants learnt about Innovation and different innovations by students.

6. (i) Number of Staff Participants: 7

(ii) Number of Students Participants: 47

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

A REPORT OF ORIENTATION SESSION ON INNOVATION AND ENTREPRENEURSHIP BY Dr. N. SUDHA, ASSISTANT PROFESSOR OF CHEMISTRY AND HEAD – IIC, INNOVATION AMBASSADOR, MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE, RASIPURAM, ON 09.10.2021.



**MUTHAYAMMAL
COLLEGE OF ARTS
& SCIENCE**
An Autonomous Institute

An Autonomous College - Affiliated to Pondicherry University, Salem
Accredited by NAAC with 'A' Grade
Recognized by UGC under Section 1(B)(ii)(B)
Recognized for 2000 College Scheme - DWT
RASIPURAM, NAMAKKAL DIST - 625002, TAMIL NADU, INDIA



Institution's Innovation Cell (IIC)
organizes

Orientation Session
on
Innovation and Entrepreneurship

Target Audience: I – Year UG & PG Students



**INSTITUTION'S
INNOVATION
COUNCIL**
Department of Chemistry

Speaker
Dr. N. SUDHA
Asst. Prof. of Chemistry and Head – IIC
Innovation Ambassador
Muthayammal College of Arts and Science
Rasipuram, Namakkal (DT), Tamil Nadu.

Google Meet Link : <https://meet.google.com/tmm-tvtf-qpb>

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The programme was convened by Dr. N. Sudha, Convener of IIC, Innovation Ambassador and Asst. Prof. of Chemistry. Dr. N. Sudha oriented the students about IIC and its role on motivating innovation and entrepreneurship among the students community. I have indicated clearly about the difference between Business man and entrepreneur, why to become an entrepreneur and the difference between discovery, invention and innovation. I have also explained the role of creativity and innovation for an entrepreneur. Explained about discovery, invention & innovation, need of creativity for innovation, steps involved in innovation and design thinking process. Motivated students by explaining successful innovations by students, examples of some young entrepreneurs in India, in Tamilnadu, entrepreneurs from Muthayammal College of Arts and Science (MCAS) and emerging entrepreneurs from our college MCAS.

About 72 students of I - Year B. Sc., Computer Science (Sec C & D) students attended the program and from that 22 students joined in the MCAS – IIC.

List of Participants details attended the program

Name of the student	Discipline	Year of study	Section	Name of the College	e-mail id
D.Srithar	B. Sc., CS	I Year	D	Muthayammal college of arts and science	21ucs153@muthayammal.in
M. Rohith kumar	B. Sc., CS	I Year	C	Muthayammal college of arts and science	21ucs127@muthayammal.in
V. Nathiya	B. Sc., CS	I Year	C	Muthayammal college of arts and science	21ucs103@muthayammal.in
S.Sasi vanan	B. Sc., CS	I Year	D	Muthayammal college of arts and science	21ucs148@muthayammal.in
A.D. SRIMATHI	B. Sc., CS	I Year	D	Muthayammal college of arts and science	21ucs151@muthayammal.in
M.MOHANAPRIYA	B. Sc., CS	I Year	C	Muthayammal college of arts and science	21ucs094@muthayammal.in
D.Mouniga	B. Sc., CS	I Year	C	Muthayammal college of arts and science	21ucs097@muthayammal.in
RIKKISH B	B. Sc., CS	I Year	C	Muthayammal college of arts and science	Rikidhanu933@gmail.com

R.SANTHIYA	B. Sc., CS	I Year	D	Muthayammal college of arts and science	Santhiyarathinavel9994@gmail.com
RAJA R	B. Sc., CS	I Year	C	Muthayammal college of arts and science	21ucs119@muthayammal.in
Periyasamy.P	B. Sc., CS	I Year	C	Muthayammal college of arts and science	21ucs107@muthayammal.in
VARUN KUMAR M	B. Sc., CS	I Year	D	Muthayammal college of arts and science	21ucs167@muthayammal.in
S.PREMKUMAR	B. Sc., CS	I Year	C	Muthayammal college of arts and science	jillprem2002@gmail.com
PRIYA M	B. Sc., CS	I Year	C	Muthayammal college of arts and science	21ucs116@muthayammal.in
S.Tamilarasan	B. Sc., CS	I Year	D	Muthayammal college of arts and science	stamilarasantamilarasan23@gmail.com
SANJAIKANNAN P	B. Sc., CS	I Year	C	Muthayammal college of arts and science	21ucs132@muthayammal.in
S.Tamilarasan	B. Sc., CS	I Year	D	Muthayammal college of arts and science	stamilarasantamilarasan23@gmail.com
K.vijayakumar	B. Sc., CS	I Year	D	Muthayammal college of arts and science	vijayakumar7321@gmail.com
Mohammed Ismail	B. Sc., CS	I Year	C	Muthayammal college of arts and science	mohammed ismailmbc@gmail.com
M.Rohini	B. Sc., CS	I Year	C	Muthayammal college of arts and science	21ucs126@muthayammal.in
VISHNU. A	B. Sc., CS	I Year	D	Muthayammal college of arts and science	21ucs175@muthayammal.in
M.surya prakash	B. Sc., CS	I Year	D	Muthayammal college of arts and science	21ucs158@muthayammal.in
S RAJA	B. Sc., CS	I Year	C	Muthayammal college of arts and science	21ucs120@muthayammal.in
P SANJAY	B. Sc., CS	I Year	D	Muthayammal college of arts and science	21ucs133@muthayammal.in
Periyasamy	B. Sc., CS	I Year	C	Muthayammal college of arts and science	21ucs107@mutthyammal.in
A. Thiru	B. Sc., CS	I Year	C	Muthayammal college of arts and science	21ucs179@muthayammal.in

S.Santhiya	B. Sc., CS	I Year	D	Muthayammal college of arts and science	21ucs137@muthayammal.in
Tamilarasi	B. Sc., CS	I Year	D	Muthayammal college of arts and science	Tamilarasi@gmail.com
A.tamilarasi	B. Sc., CS	I Year	D	Muthayammal college of arts and science	21UCS163@muthayammal.in
RIKKISH B	B. Sc., CS	I Year	C	Muthayammal college of arts and science	21ucs125@muthayammal.in
V.sasipriya	B. Sc., CS	I Year	D	Muthayammal college of arts and science	21ucs140@muthayammal.in
Praveen Kumar R	B. Sc., CS	I Year	C	Muthayammal college of arts and science	rameshpraveen556677@gmail.com

National Pollution Control Day Celebration

1. Objective

To create awareness about pollution control by celebrating National Pollution Control Day on the account of 02.12.2021.

2. Agenda (Date & Time, Venue , Guest details)

Date: 09.12.2021

Time: 2.30 PM – 4.00 PM

Venue: B – Block Mini Seminar hall

Chief Guest: Dr. R. Selvakumaran,

Director Academics, VANETRA Muthayammal Institutions,
Rasipuram.

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

National Pollution Control day was celebrated by explaining the different types of pollution such as Soil, Water, Air, Noise, Thermal, Plastic, etc. effects and remedial measure to be taken to control and prevent the pollution. The program was done by the IIC students and faculties through power point presentation. Totally 7 students group and 2 faculties done their presentation effectively.

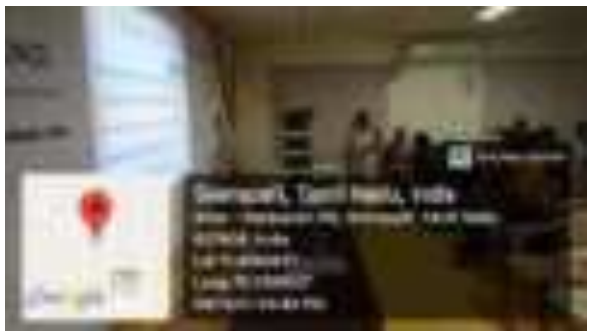
List of students and faculties involved in presentation are

1. M. Priyadharshini and T. Lavanya from II – M. Sc., Chemistry explained about soil pollution and its prevention methods.
2. G. Priya from III – B. Sc., Microbiology explained about Pollution Control Methods.
3. K. Swarnamithra and C. Ramya from II – B. Com., CA explained about Thermal Pollution, its effects and to control thermal pollution.
4. S. Dhivyadharshini from II – B. Sc., Chemistry explained about pollution by plastics, effects and measures to control Plastic pollution.
5. G. P. Dharshini from II – B. Sc., Chemistry explained about air pollution, its effects and remedial steps to control air pollution.
6. S. Suresh from II – B. Sc., Chemistry explained about common air pollution, effects and its preventive measures.

7. A. Sarvesh, P. Annamalai, R. Meiyarasu, S. karpagam, T. Prakathieswari, D. Dhanusiya, K. L. Janani and J. Madhan Prasanth frm II – B. Com. CA., Atmosphere, Causes, effects and how to avoid Air, water, Noise and Land Pollution,
8. Dr. N. Nithiya, Asst. Prof. of Chemistry, MCAS, explained about pollution prevention P2 and its importance.
9. Dr. N. Sudha, Asst. Prof. of Chemistry and Head – IIC, explained about water pollution by industries and its preventive measures.

4. Photographs





5. Feedback

Students gave positive feedback about the session, it's created a platform of findings about pollution and its measures.

6. (i) Number of Staff Participants: 3

(ii) Number of Students Participants: 94

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

Motivational Session by Successful Entrepreneur

1. Objective

To motivate students by sharing the paths travelled by a Successful Entrepreneur.

2. Agenda (Date & Time, Venue , Guest details)

Date: 10.12.2021

Time: 11.00 AM – 12.00 PM

Venue: Online – Google meet

Chief Guest: Mr. G. Aravind,

Partner, M/s Gananpathi Chettiyar,

RKG Ghee, Kangeyam, Tamil Nadu.

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

Mr. G. Aravind, Partner of RKG Ghee, motivated students by sharing the development and Success stories of RKG Ghee. It is exported to 10 countries, family bonding company with 50 members, but 15 members actively involving in business, running successfully 89th year and going to step into 90th year.

Three important factors contributed togetherness of the company are Shared Vision, Common Values and Mutual Trust.

Shared Vision: Upliftment of the company to a national brand. Experimented marketing, second, third and fourth generation people working together as a team in the organization.

Common values: Catered to the customer needs on time and every time, adopt business practices from work place, treat staffs as family members, peers with them. Promoters money meant to be grown and not to be blown.

Mutual trust: Contributing togetherness of the company, self belief is the most important one for the successful family to run the organization. Each individual is taken care, appreciated for the good work done.

Main organization is divided into 4 departments Production, Purchase, Sales and Marketing. These are the 4 pillars of the organization. 2 more departments are added for the further growth are logistics and HR.

In 1932, the company started with the production of 500 – 600 Kg of ghee per day, but today producing 30 metric tons of ghee per day in a single step. This is achieved by the

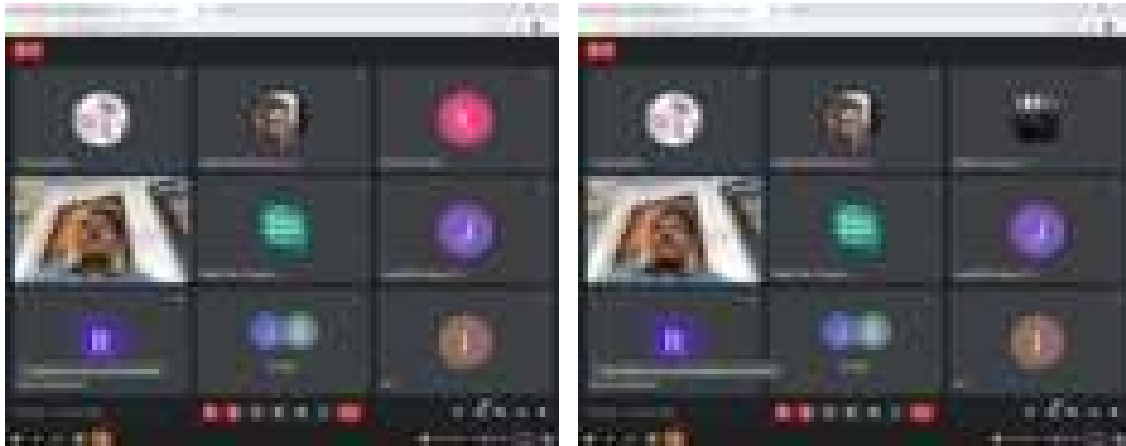
demand created by the sales department. Everyone does their job according to the expected needs. Goal setting process will always be there, what we have done earlier month and we are the competitors', we set our benchmark, try to beat out the success by the previous month. Everybody has talents and own rights to competed with themselves, ethical business is done. These are the key milestones of RKG which helped to develop to come to this stage. Implementation of GST is a boom to the manufacturing sector, uniform tax all over India and explored older market in nearby states Karnataka and Andhra. In 1970's marketing was done through Radio and Newspaper, till 2000 television occupies the marketing world, after 2000 digital media like Face book, Instagram, YouTube (RKG Ghee story) plays a major role in marketing. Every week new recepies are introduced and contest run in online platform, customers engaged through digital platforms.

The most critical of successful business in the promoters viewpoints is, they always looks at the bottom line, where in you at realization part, whereas the sales person looks at the top line. To have a balance of this, effective fund utilization is must; finance people utilize the funds effectively available at the company. They are the key people who take the responsibility of making money for the promoters, values for the investors, creating the lively hoods for the work space.

When the organization, needs to scale up and increase the business, they have to conduct training sessions that motivates each and everyone in the leadership level and workers level to align with the vision of the company to grow in an exponential way.

To become a National brand, to occupy a predominant space in the household Indian Kitchen, every department should have a vision, complementing the vision of the organization. They should align their individual vision with the vision of the company and helps the organization to evaluate in a bigger one.

4. Photographs - First link:



Second link:



5. Feedback

Students gave positive feedback about the session; chief guest clarified the doubts asked by the participants

6. (i) Number of Staff Participants: 3

(ii) Number of Students Participants: 133

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

A REPORT ON FINANCIAL BLUEPRINT FOR BUDDING ENTREPRENEURS (SELF DRIVEN ACTIVITY) BY Dr. P. KARTHIKA, SEBI, RESOURCE PERSON AND NCFE TRAINER, ASSISTANT PROFESSOR - FINANCE, KONGU ENGINEERING COLLEGE, ERODE ON 11.06.2021



This program was conducted by IIC and EDC of Muthayammal College of Arts and Science. Chief guest Dr. R. Karthika explained about Financial Awareness Blueprint for Budding

Entrepreneurs. NCFE is a company promoted by RBI, SEBI, IRDAI and PFRDA to create financial awareness to all the entrepreneurs and empowered India. The purpose of organizing this Webinar to learn basic ideas on finance. Similarly, financial awareness should be needed for everyone to secure their money good way. In this session Chief Guest highlighted the usage of ATM card, credit card, cashless money transaction, loan and it's types, status of interest payment, savings and investment pattern and it's benefit. In addition to that our Chief Guest expressed about E-cig banking, Mobile banking, online shopping etc. Apart from that she focused on insurance policy, pension Scheme, gold purchase priority and profit strategies.

List of Participants details registered and attended the program

Name of the participant	Department	Designation	Year of study	Name of the College	E-mail id
Dr. N. Sudha	Assistant Professor of Chemistry	Faculty		Muthayammal College of Arts and Science	chnsa1@muthayammal.in
Mrs. M.SARANYA	Chemistry	Faculty		Muthayammal College of Arts and Science	chmsa@muthayammal.in
T.LAVANYA	I - M.Sc., Chemistry	Student	I Year	MUTHAYAMMAL COLLEGE of ART'S & SCIENCE	20pch010@muthayammal.in
K.G.DEEPAK	II-B.Sc., Chemistry	Student	II Year	Muthayammal college of arts and science	19uch010@muthayammal.in
NP VINOTH KUMAAR	II BCA	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	npvk2001@gmail.com
KAVIYA. N	1-B. Sc., chemistry	Student	I Year	Muthayammal College of arts and science Rasipuram	20uch020@muthayammal.in
K. GUNAL	2- B. SC , Chemistry	Student	II Year	Venetra Muthayammal College of Arts and Science	19uch018@muthayammal.in

DHARANI.G	B.Com CA	Student	I Year	Muthayammal college of arts and sciences	20ucc037@muthayammal.in
SATHISH S	III BSC CHEMISTRY 'C'	Student	III Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE, RASIPURAM	18UCH094@MUTHAYAMMAL.IN
BHARATHRAJ B	BCA	Student	I Year	VMCAS	20uca018@muthayammal.in
MOHAN M	MECHANICAL	Faculty		MUTHAYAMMAL POLYTECHNIC INSTITUTION	memmn@muthayammal.org
P. Gopalakrishnan	1st B.SC Chemistry	Student	I Year	Muthayammal arts and science college	20UCH014@muthayammal.in
S.SASIKUMAR	2nd - B.Comm (CA)	Student	II Year	Muthayammal college of Art and science	19ucc100@muthayammal.in
GAYATHRI.M	B.Sc., Mathematics	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCES	19uma022@muthayammal.in
SUDHARSHINI T L	1_B.Sc. Chemistry	Student	I Year	Muthayammal College of Arts and Science	20uch046@muthayammal.in
SHAGITHA BANU A	1-BCA	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	20uca111@muthayammal.in
K. DHIVYA	I year B. Sc. Chemistry	Student	I Year	Muthayammal college of arts and science	20uch009@muthayammal.in
KAVIRAJ G	1 - B.COM.,C.A	Student	I Year	Muthayammal college of arts and science	20ucc070@muthayammal.in
VAISHNAVI.G	I - B.Sc Chemistry	Student	I Year	Muthayammal College of arts and sciences	20uch050@muthayammal.in

Mr. S. DINAKARAN	Computer Application	Faculty		Muthayammal College of Arts & Science, Rasipuram	cssdn@muthayammal.in
SRILEKHA N.S	II- B.Sc., mathematics	Student	II Year	Muthayammal college of arts and science	19uma112@muthayammal.in
K. L.JANANI	I-B.COM (CA)	Student	I Year	MUTHAYMMAL COLLEGE OF ARTS AND SCIENCE	20ucc054@muthayammal.in
KIRUTHIKA K	B.com	Student	I Year	Muthayammal arts and science college	20UCM073@muthayammal.in
NAVEEN KUMAR. S	II - B. Sc., Chemistry	Student	II Year	Muthayammal college of arts and science	19uch039@muthayammal.in
S.SHAMKUMAR	I-B.Sc-CHEMISTRY	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	sham15042003@gmail.com
P. Gopalakrishnan	1st B.SC Chemistry	Student	I Year	Muthayammal arts and science college	20UCH014@muthayammal.in
K.VANJINATHAN	III-B.Sc., Chemistry	Student	III Year	Vanetra Muthayammal college of Arts and Science	vangikishore03@gmail.com
S.DEVI PRIYA	II - B.Sc., BIOTECHNOLOGY	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	devipriya0586@gmail.com
M.PRIYA	I_M.SC., Chemistry	Student	I Year	Muthayammal college of Arts and science	20pch018@muthayammal.in
M.PAVITHRA	II - B.Sc., Chemistry	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	19uch044@muthayammal.in
B.HARINIPRIYA	2nd year, B.Sc., Chemistry	Student	II Year	Vanetra muthayammal college of arts and	19uch083@muthayammal.in

				science	
P.JEEVITHA	I- M.Sc.,CHE MISTRY	Student	I Year	Muthayammal college of arts and science	20pch004@muthay ammal.in
A. Karthigaiselvam	Economics	Faculty		Muthayammal College of Arts and Science Rasipuram Namakkal	baakm@muthayam mal.in
K KAVITHA	1- M.Sc., Chemistry	Student	I Year	Muthayammal college of arts and science	kavithachem2019 @gmail.com
GAJAPRIYA A	B.sc., computer science	Student	I Year	Muthayammal collage of arts and science	priyaanbalagan200 2@gmail.com
S. AADHITH	1st- B. COM CA., Commerce	Student	I Year	Muthayammal college of arts and science	20ucc001@muthay ammal.in
RAKINE A	I-BCA	Student	I Year	Muthayammal college of arts and science	20uca094@muthay ammal.in
K. BOOBESHWARA N	II-nd B.Sc. Chemistry	Student	II Year	muthayammal college of arts and science	19uch007@muthay ammal.in
GOKULKANNAN. T	3-BSC., ZOOLOGY	Student	III Year	MUTHAYAMMAL COLLEGE OF ARTS & SCIENCES	18uzo008@muthya mmal.in
K.THIRUNAVUKK ARASU	II -B.Sc., chemistry	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	19uch076@muthay ammal.in
Mr. S. RAMKUMAR	Assistant Professor	Faculty		Muthayammal College of Arts and Science, Rasipuram	chsrr@muthayamm al.in
S.SHAMKUMAR	II- B.Sc.,Chemi stry	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	sham15042003@g mail.com

M.KAVIYARASU	1year- B.sc.chemistry	Student	I Year	Muthayammal College of Arts & Science (A Unit of VANETRA Group), Vengayapalayam, Kakkaveri (PO), Rasipuram (Tk, Dt.	20uch058@muthay ammal.in
VAISHNAVI R	I-BCA	Student	I Year	Muthayammal college of arts and science	20uca128@muthay ammal.in
S.DHIVYADHARS HINI	I - B.Sc., Chemistry	Student	I Year	Muthayammal college of arts and science	20uch010@ muthayammal.in
VAISHNAVI R	I-BCA	Student	I Year	Muthayammal college of arts and science	20uca128@muthay ammal.in
R. JEEVANANDHAM	BCA	Student	I Year	Muthayammal college art and science	20UCA047@mutha yammal.in
R.NANTHAKUMA R	11-B. Sc., Chemistry	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	nanthuradhakrishn an10@gmail.com
R.ABISHEK	I-B.com Ca	Student	I Year	VANETRA MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	20ucc009@muthay ammal.in
R. SANJANA	2 nd year B.Sc chemistry	Student	II Year	Muthayammal college of arts and science	Sanjanatechmind @gmail.com
T. MEGHA	B. SC., Chemistry	Student	II Year	Muthayammal	maggieselvan2002 @gmail.com
G. SORNALATHA	I-BCA	Student	I Year	Muthayammal college of Arts and Sciences	20uca115@muthay ammal.in
MOHANAPRIYA M	II B. Sc., Chemistry	Student	II Year	Vantetra Muthayammal College of Arts & Science	19uch035@muthay ammal.in

C.RAMYA	B.COM CA	Student	I Year	Muthayammal college of arts and sciences	20ucc109@muthayammal.in
D.KEERTHIKA	11 Bsc Chemistry	Student	II Year	Mutthayamal art's and science	keeraj2023@gmail.com
ISAIPRIYA BALASUBRAMAN I	3 - B.Sc., Chemistry	Student	III Year	Muthayammal College of Arts & Science , Rasipuram	isaipriya2001@gmail.com
Dr. N. Nithiya	Asst. Prof. of Chemistry	Faculty		Muthayammal College of Arts & Science , Rasipuram	chnna@muthayammal.in

A REPORT OF ORIENTATION SESSION ON INNOVATION AND ENTREPRENEURSHIP BY Dr. N. SUDHA, ASSISTANT PROFESSOR OF CHEMISTRY AND HEAD – IIC, INNOVATION AMBASSADOR, MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE, RASIPURAM, ON 11.10.2021.



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RASIPURAM, NAMAKKAL DIST - 625002, TAMIL NADU, INDIA



Institution's Innovation Cell (IIC)
organizes

Orientation Session
on
Innovation and Entrepreneurship

Target Audience: I – Year UG & PG Students



**INSTITUTION'S
INNOVATION
COUNCIL**
Department of Chemistry

Speaker
Dr. N. SUDHA
Asst. Prof. of Chemistry and Head – IIC
Innovation Ambassador
Muthayammal College of Arts and Science
Rasipuram, Namakkal (DT), Tamil Nadu.

Google Meet Link : <https://meet.google.com/tmm-tvtf-qpb>

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The programme was convened by Dr. N. Sudha, Convener of IIC, Innovation Ambassador and Asst. Prof. of Chemistry. Dr. N. Sudha oriented the students about IIC and its role on motivating innovation and entrepreneurship among the students community. I have indicated clearly about the difference between Business man and entrepreneur, why to become an entrepreneur and the difference between discovery, invention and innovation. I have also explained the role of creativity and innovation for an entrepreneur. Explained about discovery, invention & innovation, need of creativity for innovation, steps involved in innovation and design thinking process. Motivated students by explaining successful innovations by students, examples of some young entrepreneurs in India, in Tamil Nadu, entrepreneurs from Muthayammal College of Arts and Science (MCAS) and emerging entrepreneurs from our college MCAS.

About 53 students of I - Year Business Administration (BBA) students attended the program and from that 28 students joined in the MCAS – IIC.

List of Participants details attended the program

Name of the student	Discipline	Year of study	Name of the College	e-mail id
JAYA KUMAR	BBA.,	I Year	Muthayammal college of arts and science	21uba018@muthayammal.in
Kangayathan. B	BBA.,	I Year	Muthayammal college of arts and science	Kangayathan@gmail.com
M.MOHAMMED IDRISH	BBA.,	I Year	Muthayammal college of arts and science	Mohammedidrish12623@gmail.com
Dhanush	BBA.,	I Year	Muthayammal college of arts and science	danushk945@gmail.com
MANOJ	BBA.,	I Year	Muthayammal college of arts and science	manoj_sakthivel746@gmail.com
R.SOWMIYA	BBA.,	I Year	Muthayammal college of arts and science	21uba048@muthayammal.in
Paranjothi.T	BBA.,	I Year	Muthayammal college of arts and science	21uba034@muthayammal.in
K.THILAKARAJ	BBA.,	I Year	Muthayammal college of arts and science	Thilakaraj023@gmail.com

G.H.preethi	BBA.,	I Year	Muthayammal college of arts and science	Preethipreethi9@gmail.com
S.SOUNDHAR	BBA.,	I Year	Muthayammal college of arts and science	soundharsakthi1310@gmail.com
SURYA. M	BBA.,	I Year	Muthayammal college of arts and science	Suryavishwa14@gmail.com
Sukishkumar j	BBA.,	I Year	Muthayammal college of arts and science	21uba051@muthayammal.in
Kanishgar	BBA.,	I Year	Muthayammal college of arts and science	kanishgarkani@gmail.com
GOKUL NATH .K	BBA.,	I Year	Muthayammal college of arts and science	grozagokul353v@gmal.com
V.JAYANTHI	BBA.,	I Year	Muthayammal college of arts and science	Jayanthi90255@gmail.com
SHUSHANT	BBA.,	I Year	Muthayammal college of arts and science	sushantmadesh@gmail.com
VIGNESHWARAN.k	BBA.,	I Year	Muthayammal college of arts and science	vigngshwaranrocky@gmail.com
A. Manikanda	BBA.,	I Year	Muthayammal college of arts and science	21uba027@muthayammal.in
Rithika. M	BBA.,	I Year	Muthayammal college of arts and science	Rithika1034@gmail.com
Elayabharathi.e	BBA.,	I Year	Muthayammal college of arts and science	21uba009@muthayammal.in
A. Manikandan	BBA.,	I Year	Muthayammal college of arts and science	21uba027@muthayammal.in
P.SRIGANTH	BBA.,	I Year	Muthayammal college of arts and science	sriganthcr7@gmail.com
S.RASHIKA	BBA.,	I Year	Muthayammal college of arts and science	21uba042@muthayammal.in
E.yuvaneswaran	BBA.,	I Year	Muthayammal college of arts and science	Yuvaneswaran003@gmail.com
A. Manikandan	BBA.,	I Year	Muthayammal college of arts and science	21uba027@muthayammal.in
A. Manikanda	BBA.,	I Year	Muthayammal college of arts and science	21uba027@muthayammal.in

G.H preethi	BBA.,	I Year	Muthayammal college of arts and science	Preethiipreethi9@gmail
Gobika p	BBA.,	I Year	Muthayammal college of arts and science	21uba011@muttayammal.in
Rithika	BBA.,	I Year	Muthayammal college of arts and science	Rithika1034@gmail.com
P. Esakkiammal	BBA.,	I Year	Muthayammal college of arts and science	21uba010@muthayammal.in
Nivetha.S	BBA.,	I Year	Muthayammal college of arts and science	nivethabbaubamuthayamma@gamil.com
V. JAYANTHI	BBA.,	I Year	Muthayammal college of arts and science	Jayanthi90255@gmail.com
J. Parthiban	BBA.,	I Year	Muthayammal college of arts and science	Parthibanparthihockey@gmail.com

Business Model Canvas (BMC)

1. Objective

To learn about Business Model Canvas (BMC)

2. Agenda (Date & Time, Venue , Guest details)

Date: 12.08.2021

Time: 10.0 AM – 11.00 AM

Venue: Online – Google meet

Chief Guest: Mr. Upplilappan Gopalan,

Director - Climate Assessment & Economic Sustainability,

Ecowas – Sustainability Mission, Australia.

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

Chief guest explained about Business Model Canvas (BMC) in a simple manner. It's an ecosystem of likeminded partnership which includes getting from the suppliers and providing to the customers to carry out business and it's a program routine. Also clearly indicated 9 concepts of BMC through a video and it reach the participants mind very effectively. In digital world, everything is digitalized and breaking conventional models. Explained about the various types of business models and its applications and how business model evolved over a period of time. He also explained different business models like Subscription Model, Bundling Model, Freemium model, The Razer blade model, the leasing model, Pay per use model, Crowd sourcing model, Franchise model, Fox conn model, Super App Model, B2B platform, B2C platform, C2C, C2B and licensing model.

4. Photographs

The screenshot shows a Zoom meeting in progress. The main content is a slide titled "10. Super app model" featuring the Tata logo. The slide includes a table comparing two models:

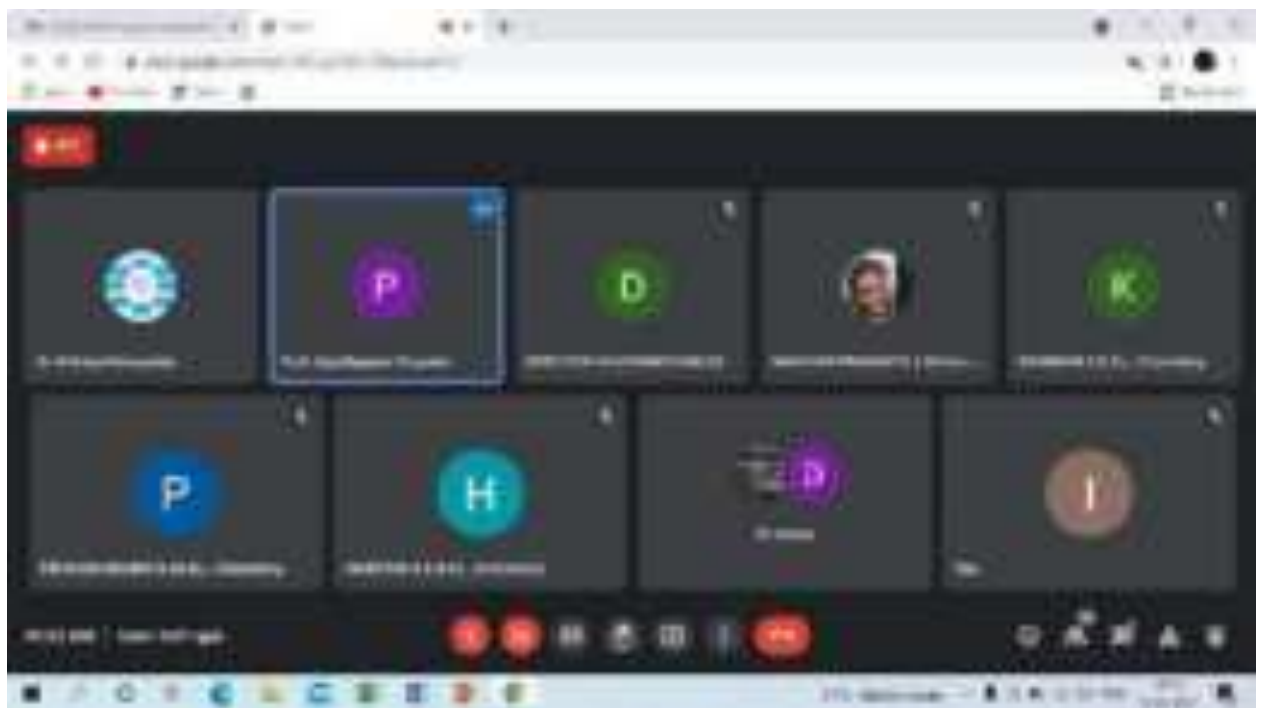
Model	Pros	Cons
Super app model	• Easy to integrate with existing services • Scalability and flexibility • High user retention • High engagement	• Hard to integrate with existing services • High user retention • High engagement

The slide also features a "Chart" section with a small bar chart and a "Utility" icon. To the right of the slide is a 3x3 grid of participant video thumbnails. The bottom of the screen shows the Zoom control bar with icons for mute, video, chat, and other functions.

The screenshot shows a Zoom meeting in progress. The main content is a slide titled "11. Physical Routes to consumer" featuring a flowchart diagram. The diagram illustrates the flow from "Manufacturer" to "Retailer" and "Wholesaler", and finally to "Consumer". The flowchart is structured as follows:

```
graph TD
    Manufacturer[Manufacturer] --> Retailer[Retailer]
    Manufacturer --> Wholesaler[Wholesaler]
    Wholesaler --> Retailer
    Retailer --> Consumer[Consumer]
```

The slide also includes a small illustration of people and a list of bullet points on the right side. To the right of the slide is a 3x3 grid of participant video thumbnails. The bottom of the screen shows the Zoom control bar with icons for mute, video, chat, and other functions.





5. Feedback

Participants learnt about 9 concepts BMC, an ecosystem of likeminded partnership which includes getting from suppliers and providing to customers.

6. (i) Number of Staff Participants: 5

(ii) Number of Students Participants: 29

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

Impact Lecture Series Session 2

FINANCIAL MANAGEMENT “A MUST TO BECOME A SUCCESSFUL START-UP (FN) and

INNOVATION TO SUCCEED THE CONVENTIONAL BUSINESS (AN)

1. Objective

To orient student about Innovation, Entrepreneurship and Start-ups through experts talk.

2. Agenda (Date & Time, Venue , Guest details)

Date: 12.10.2021

Time: 10.00 AM – 12.00 PM (FN Session)

1.30 PM – 3.00 PM (AN Session)

Venue: Online – Google meet

Speaker: 1. Mr. Shiva, B. Com., ACA, FADP, ISA(ICAI),

Chartered Accountant,

Coimbatore, Tamil Nadu,

India.

2. Mr. Ashokkumar Kanagarajan,

Chairman,

Parambariyam Farmer Producer Company Ltd.,

Karkoodalpatty, Rasipuram, Namakkal (DT),

Tamil Nadu, India.

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

Forenoon Session:

In this session, the speaker Mr. S. Shiva, Chartered Accountant, Coimbatore explained about financial management, Start-up, Start-up Vs Small business, Stages of a Start-up, fund raising: why is it needed, sources of finance, fund raising stages and rounds, financial modeling and valuation, investor's focus, common mistakes in financial management – Early and late stage.

Financial management: Planning, organizing, directing and controlling financial activities such as procurement and utilization of funds, it deals with where, why and how much

money is coming in and going out. If any difference, why it happened, if positive no need, no change, but negative means should change it, if so how?

Start-up: A new/young company/entity, initial stages of operations, product/service believed to have high demand, generally aimed towards solving a problem through innovation, improvement, employable, creates something new or changing the existing market. Solving a small problem for a huge people or big problem for small group of people and scalable, should be able to grow quickly.

Key points in start-up: does it solve a problem, can it be monetized and is it scalable? A small business may be any domain/model, scaling of staff necessary for scaling revenue, relatively slower growth, profitability and long term value and gradual scaling. A start-up generally software/Tech related, scaling of staff is relatively lower, replaces a manual process, significant revenue potential, higher valuation, rapid scalability.

Stages of a start-up: Ideation, Validation, Early traction, Scaling and Exit options. Fund raising – Why is it needed? , Prototyping, product development, team, operating expenses, legal matters, licensing & certification, marketing and administration process.

Sources of finance: Equity financing, debt financing. Fund raising stages: Need for funding, investment readiness, finding investors, relevant investors, financial capacity, mentors and connects. Fund raising rounds - Pre-seed, Seed stage, etc. Financial modeling and valuation: A detailed and careful projection of the future, mathematical simulation of future and our performance, number of crunching exercise. Investors focus objective – problem solving, the team, the market, scalability, sustainability, customers and suppliers, the competition, marketing and sales, financial evaluation. Common mistakes in financial management in early stage by underestimating expenses, not calculating role, etc. and in the late stage by outsourcing responsibility for numbers, hiring too quickly, fund raising with short runway. Though the participants are more than 100, the program was carried out in two Google meet links.

Afternoon Session:

In this session, the speaker Mr. Ashokkumar Varadharajan, Chairman, Parambariyam Farmer Producer Company Pvt. Ltd., Rasipuram explained in addition to learning, experience is must to bring innovation and succeed from the conventional business. He explained the importance of doing natural farming without any insecticides and pesticides, and also concentrating in Agro forest tree which includes fruits giving trees and timber trees, a detailed explanation of this cultivation is explained in ashokavanam velan kadu or Ashokkumar Kanagarajan YouTube channel. To sell the agri products produced by natural farming, several farmers combined and started a Parambariyam Farmer Producer Company Private Limited. He also explained the support of Government to run this producer company. Insisted to plan for value added products, have an experience how to prepare, label, selling in which place, with in which time period, etc. First understand the market place, KPI – Key Performance Indicator, see, think, do, and care are the general key word for doing business. Students should concentrate daily at least one hour on their fathers business. He insisted to use chemical free natural materials for brushing, bathing, hair washing and house hold utensil cleaning to lead a disease free life. To do a successful business, some essential points are to be needed, to have detailed records, how to create a brand, register the company, getting GST, to get PAN card, etc. Before doing the business, we have to analyze the c competition in the market, risk taking, creativeness, transportation, marketing platform (selling directly to the customers B to C or Organic shop). To sell the value added products directly to the customers, Government supporting fund of Rs. 16 lakhs for setting a new shop in city sides. In future, several youngsters will come for agri based business directly or for value added products conversion. To get funds from Government and from various funding sources, stay focus, should be sacrificed, service and satisfy the customers, business plan, where to buy raw materials, transportation, experienced labor for proper preparation and working, revenue, profitability, available funds to run the business, planning of cost, create a human resource team, hire the right employees, maintaining long stable employees, offer benefits to the working staffs are the right tools for growth strategy. Insisted to go for online business in around their area to modify and innovate from conventional business.

4. Photographs

Forenoon Session:



Zoom Meeting 4 of 10 10/21/2020 11:11 AM

Agenda

- 1. Why?
 - Financial Management
 - A Model
- 2. What is the Goal?
- 3. What is a Model?
- 4. Fundamentals
 - What is a model?
 - Financial Planning
 - Financial Statement
 - Assets
- 5. Financial Statement and Model
- 6. Security Note
- 7. Current and Future Financial Management



Zoom Meeting 4 of 10 10/21/2020 11:11 AM

What is Financial Management?

What is it about?

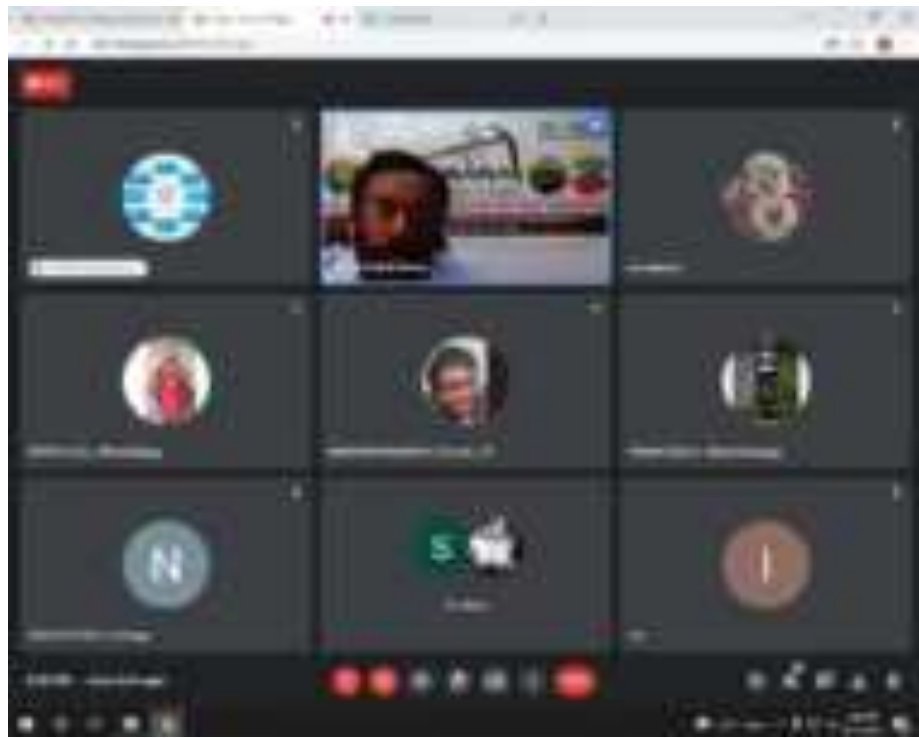
- 1. Where, Why and How should we do it?
 - Funding Source
 - Strategy
- 2. Is it different from expected?
 - If so, why?
 - Source change of
 - If so, how?





Afternoon Session:





5. Feedback

Students gave positive feedback about both the session, got new ideas about financial management to start a new enterprise and innovations in the conventional business.

6. (i) Number of Staff Participants: 9

(ii) Number of Students Participants: 171

(iii) Number of External Participants (Staff/Students): 03

A REPORT OF ORIENTATION SESSION ON INNOVATION AND ENTREPRENEURSHIP BY Dr. N. SUDHA, ASSISTANT PROFESSOR OF CHEMISTRY AND HEAD – IIC, INNOVATION AMBASSADOR, MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE, RASIPURAM, ON 13.10.2021.



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Target Audience: I – Year UG & PG Students



**INSTITUTION'S
INNOVATION
COUNCIL**
Department of Chemistry

Speaker
Dr. N. SUDHA
Asst. Prof. of Chemistry and Head – IIC
Innovation Ambassador
Muthayammal College of Arts and Science
Rasipuram, Namakkal (DT), Tamil Nadu.

Google Meet Link : <https://meet.google.com/tmm-tvtf-qpb>

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www.muthayammal.ac.in

The programme was convened by Dr. N. Sudha, Convener of IIC, Innovation Ambassador and Asst. Prof. of Chemistry. Dr. N. Sudha oriented the students about IIC and its role on motivating innovation and entrepreneurship among the students community. I have indicated clearly about the difference between Business man and entrepreneur, why to become an entrepreneur and the difference between discovery, invention and innovation. I have also explained the role of creativity and innovation for an entrepreneur. Explained about discovery, invention & innovation, need of creativity for innovation, steps involved in innovation and design thinking process. Motivated students by explaining successful innovations by students, examples of some young entrepreneurs in India, in Tamilnadu, entrepreneurs from Muthayammal College of Arts and Science (MCAS) and emerging entrepreneurs from our college MCAS.

About 71 students of I - Year BCA., Computer Application (Sec A & B) students attended the program and from that 37 students joined in the MCAS – IIC.

List of Participants details attended the program

Name of the student	Discipline	Year of study	Section	Name of the College	e-mail id
MOUNESHWAR	BCA.,	I Year	B	Muthayammal college of arts and science	massmounesh007@gmail.com
Anbarasu.k	BCA.,	I Year	A	Muthayammal college of arts and science	luckyanbarasu@gmail.com
Gokulkannan S	BCA.,	I Year	A	Muthayammal college of arts and science	gokulkannangokulkannan95@gmail.com
M.Mohana	BCA.,	I Year	B	Muthayammal college of arts and science	21uca066@muthayammal.in
THILAGAVATHI.S	BCA.,	I Year	A	Muthayammal college of arts and science	21uca118@mudhayammal.in
L.Rathish	BCA.,	I Year	C	Muthayammal college of arts and science	21uca085@muthayammal.in
S. DHARUN	BCA.,	I Year	A	Muthayammal college of arts and science	dharun1372003@gmail
Kiranraj	BCA.,	I Year	B	Muthayammal college of arts and science	21uca054@muthayammal. In

DEEPAK.M	BCA.,	I Year	A	Muthayammal college of arts and science	deepak78710@gmail.com
Karthi Keyan	BCA.,	I Year	B	Muthayammal college of arts and science	21uca049@muthayammal.in
G JAYALAKSHMI	BCA.,	I Year	A	Muthayammal college of arts and science	21uca041@muthayammal.in
K. Karthika	BCA.,	I Year	B	Muthayammal college of arts and science	Karthikakumar2003@gmail.com
A.DHARANI	BCA.,	I Year	A	Muthayammal college of arts and science	21uca018@muthayammal.in
S.Gokulraj	BCA.,	I Year	A	Muthayammal college of arts and science	21uca030@muthayammal.in
Lokesh Kumar .s	BCA.,	I Year	B	Muthayammal college of arts and science	lokeshkumar759814@gmail.com
P JOEL	BCA.,	I Year	B	Muthayammal college of arts and science	Joel ostern1@gmail.com
S.tamilselvan	BCA.,	I Year	C	Muthayammal college of arts and science	tamilselvan@gmail.com
ASHOK. C	BCA.,	I Year	A	Muthayammal college of arts and science	21uca008@muthayammal.in
M.Nithish Kumar	BCA.,	I Year	B	Muthayammal college of arts and science	nithishkumar6372@gmail.com
Joseph selinson.p	BCA.,	I Year	C	Muthayammal college of arts and science	bobjoseph0812@gmail.com
K. Priyadharshini	BCA.,	I Year	B	Muthayammal college of arts and science	21uca080@muthayammal.in
CAMILESH BENADICT SELVAM I	BCA.,	I Year	A	Muthayammal college of arts and science	royalheartphoenix008@gmail.com
S.Y.SHAMSATH BEGUM	BCA.,	I Year	A	Muthayammal college of arts and science	Shamsathbegum1010@gmail.com
P.R.NANDHINI	BCA.,	I Year	B	Muthayammal college of arts and science	21uca071@muthayammal.in
S.KAVIRAJ	BCA.,	I Year	B	Muthayammal college of arts and science	21uca050@muthayammal.in
RITHIKA. M	BCA.,	I Year	B	Muthayammal college of arts and science	21uca086@muthayammal.in

R.ARUN	BCA,	I Year	A	Muthayammal college of arts and science	arunrajansiva@gmail.com
C.TAMILMARAN	BCA,	I Year	C	Muthayammal college of arts and science	21uca114@muthayammal.in
K.Tamil Selvan	BCA,	I Year	B	Muthayammal college of arts and science	21uca115@muthayammal.in
Nithish kannan.G	BCA,	I Year	B	Muthayammal college of arts and science	21uca076@muthayammal.in
DHANUSH T	BCA,	I Year	A	Muthayammal college of arts and science	dhanushthangadurai7@gmail.com
A.kiruthika	BCA,	I Year	B	Muthayammal college of arts and science	akiruthika144@gmail.com
S. Santhiya	BCA,	I Year	B	Muthayammal college of arts and science	Sathiyajayanthi18@gmail.Com
Lokesh Kumar .s	BCA,	I Year	B	Muthayammal college of arts and science	lokeshkumar759814@gmail.com
DHAMODHARAN S	BCA,	I Year	A	Muthayammal college of arts and science	21uca014@muthayammal.in

A REPORT ON SOURCES OF FUNDING FOR BUSINESS ASPIRANTS - ANGEL INVESTMENT & VENTURE CAPITALIST ON 14.06.2021

The poster is for an event organized by the Institution's Innovation Cell (IIC) and Entrepreneurship Development Cell (EDC) at Muthayammal College of Arts and Science. The event is titled 'Sources of Funding for Business Aspirants' and is scheduled for June 14, 2021, at 02:30 PM. The speaker is Dr. N. Manoharan, M.A., Ph. D., who is a Senior Assistant General Manager at the State Bank of India, Hyderabad, and a faculty member at JSSRUTS (Jawahar Reddy Technological University & Osmania University, Hyderabad). The poster includes the college's logo, contact information, and a circular portrait of the speaker. A QR code is provided for registration, and the event is free of charge.

MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE
Autonomous College - Affiliated to Anna University,
Academy Road, Madhavaram, Chennai - 600 030
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RESPONSIBLE PERSONNEL: DR. JAYAKANTH, TAMIL NADU INDIA

**Institution's Innovation Cell (IIC)
&
Entrepreneurship Development Cell (EDC)**

Organize a Session
ON

Sources of Funding for Business Aspirants

June 14th 2021 02:30 PM

Speaker
Dr. N. Manoharan, M.A., Ph. D.
Senior Assistant General Manager, SBI
State Bank of India, Hyderabad
Guest Faculty
JSSRUTS (Jawahar Reddy Technological University &
Osmania University - Hyderabad)

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This program was conducted by IIC and EDC of Muthayammal College of Arts and Science. Chief guest Dr. N. Manoharan clearly explained the Sources of Finance to start an enterprise for young start-up and business aspirants. Essential criteria for an entrepreneur are decide and finalize to start manufacturing or service activity, venue, raw material and its availability, labours, machinery, infrastructure facilities, availability of customers, demand of the product, the competetors in the market, price structure, etc. Raising funds plays an vital role for an

entrepreneur. Own funds (from our savings), from friends and relatives, through Angel Investors, Venture Capitalist or from Public sector banks of India.

Angel Investors – Financially sound and stabilized people will provide funds and they are called financial entrepreneurs. They will evaluate the potential of entrepreneur to provide the fund and the entrepreneur should be innovative, creative, new novel other than the existing one. Terms and conditions will be in their favour, should not blindly submit the document to raise the fund. They will charge a part of profit in the future. Seed investors will claim a party of ownership. Venture Capitalist – A group of like minded people formed as a company and financing a venture (entrepreneur unit) to start the enterprises of their own choice. Exchange for equity, claim certain percentage of profit from their invested amount as income.

NBFC – Non banking financial companies like Manapuram, Muthoot, Bajaj, Srram will not claim any percentage or profit from the part of the business, but the rate of interest will be high compared to the Nationalised banks.

There are 12 Nationalised banks will provide various types of fund based loans and non-fund based financial assistance. Start-up India – will provide fund for new product or service developed, innovative, novel based business. Prime Minister Employment Generation Programme (PMEGP) is a Central Government Scheme will provide 25 lakhs fund for manufacturing unit and 12 lakhs for service units.

List of Participants details registered and attended the program

Name of the participant	Department	Designation	Year of study (Student)	Name of the College	E-mail id
Dr. N. SUDHA	Assistant Professor of Chemistry	Faculty		Muthayammal College of Arts and Science	chnsa1@muthayammal.in
SUSMITHA M	II-B.Sc., MATHEMATICS	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE RASIPURAM	susmi0709@gmail.com
ILAKKIYA .A	II - B.sc., Mathematics	Student	II Year	Muthayammal college of arts	ilakkiyaazhaguvel872@gmail.com

				and sciences	
RAKINE A	I_BCA	Student	I Year	Muthayammal college of arts and science	20uca094@muthayammal.in
BHARATHRAJ B	BCA	Student	I Year	VMCAS	20uca018@muthayammal.in
Mrs. M. Saranya	Chemistry	Faculty		Muthayammal College of Arts and Science	chmsa@muthayammal.in
VAISHNAVI.G	I_B.Sc Chemistry	Student	I Year	Muthayammal College of arts and sciences	20uch050@muthayammal.in
K. DHIVYA	1- B. Sc. Chemistry	Student	I Year	Muthayammal college of arts and science	20uch009@muthayammal.in
KAVIYA. N	1-B. Sc chemistry	Student	I Year	Muthayammal College of arts and science Rasipuram	20uch020@muthayammal.in
T.LAVANYA	I- M.Sc., Chemistry	Student	I Year	MUTHAYAMMAL COLLEGE of ART'S & SCIENCE	20pch010@muthayammal.in
ANULIN CHRISTUDHAS	Department of Zoology	Faculty		Madras Christian College	anulinchristudhas@mcc.edu.in
JEEVANANDHAM R	BCA	Student	I Year	Muthayammal College of Arts and science	20uca047@muthayammal.in
Mr. S. DINAKARAN	Computer Application	Faculty		Muthayammal College of Arts & Science	cssdn@muthayammal.in
S.SOWMIYA	2yrs bio technology	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS And SCIENCE	sowmiya2001124@gmail.com
DHARANI.G	B.Com.,CA	Student	I Year	Muthayammal college of arts	20ucc037@muthayammal.in

				and science	
ADLINE JENNEFA DANIEL	Assistant Professor in Zoology	Faculty		Madras Christian College	adlinedaniel@mcc.edu .in
R.ABISHEK	I-B.COM CA	Student	I Year	VANETRA MUTHAYAMMA L COLLEGE OF ARTS AND SCIENCE	20ucc009@muthayam mal.in
Venkatesh G	2nd bsc computer science	Student	II Year	Muthayammal collage of arts and science	19ucs169@muthayam mal.in
R.BRINDHA	-Bachelor of computer applications	Student	II Year	Muthayammal College of arts and sciences, Rasipuram,Nam makkal.	bindurajendran007@g mail.com
Dr. N. NITHIYA	Chemistry	Faculty		MCAS	chnna@muthayammal .in
S.LOGESH	1-B.Sc., Physics	Student	I Year	Muthayammal college of arts and science	20uph036@muthayam mal.in
SANGEETHA.S	I ,B.com	Student	I Year	Muthayammal college art's&science	20ucm134@muthaya mmal.in
M.GAYATHRI	II- B.Sc., Mathematics	Student	II Year	Muthayammal college of Arts and sciences	19uma022@muthaya mmal.in
K.VANJINATHAN	III- B.Sc.,Chemi stry	Student	III Year	Muthayammal college of Arts and Science	vangikishore03@gmail .com
P.JEEVITHA	I- M.Sc.,CHE MISTRY	Student	I Year	Muthayammal college of arts and science	20pch004@muthayam mal.in
M ROJA	I-M.Sc., chemistry	Student	I Year	Muthayammal college of arts and science	20pch036@muthayam mal.in

A. Karthigaiselvam	Economics	Faculty		Muthayammal College of Arts and Science	baakm@muthayammal.in
S. AADHITH	1st year B.COM CA	Student	I Year	Muthayammal college of arts and science	20ucc001@muthayammal.in
DHARSAN S	I-BCA	Student	I Year	Muthayammal college of arts and science	20uca025@muthayammal.in
P. SUWETHA	3-B.Sc., Mathematics	Student	III Year	Muthayammal college of arts and science	swethasasikala123@gmail.com
S.DEVI PRIYA	II - B. Sc., Biotechnology	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	19ubt004@muthayammal.in
JEEVITHA M	Bsc maths	Student	II Year	Muthayammal college of arts and science	19uma034@muthayammal.in
VANISRI.A	I-B.SC., BIOTECHNOLOGY	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE.RASIPURAM	20UBT050@muthayammal.in
SHAGITHA BANU A	1-BCA	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	20uca111@muthayammal.in
DIVYA DHARSHINI. G	I- B.SC., Computer science	Student	I Year	Muthayammal college of arts and science	20ucs030@muthayammal.in
SRILEKHA N.S	II B.Sc., Mathematics	Student	II Year	Muthayammal college of arts and science	19uma112@muthayammal.in
MOHANAPRIYA M	II B. Sc., Chemistry	Student	II Year	Vantetra Muthayammal College of Arts & Science	19uch035@muthayammal.in

DHANAPAL. A	BCA	Student	I Year	Muthayammal college of Arts and science	20uca023@muthayammal.in
Abirami.c	BIOTECHNOLOGY	Student	II Year	Ventra muthayammal institution	19ubt001@muthayammal.in
P. Gopalakrishnan	1st B.SC Chemistry	Student	I Year	Muthayammal arts and science college	20uch014@muthayammal.in
M.KAVIYARASU	1year B.sc.chemistry	Student	I Year	Muthayammal College of Arts & Science	20uch058@muthayammal.in
P.YAMUNA	II - B.SC.,Mathematics	Student	II Year	Muthayammal college of arts and science	yamunajas666@gmail.com
VAIDEKI PRIYA.T	I - M.Sc., Biotechnology	Student	I Year	Muthayammal college of arts and science	20pbt027@muthayammal.in
VASANTHI R	III- B.sc.,MICROBIOLOGY	Student	III Year	MUTHAYAMMAL COLLEGE OF ARTS &SCIENCE	118dumb040@muthayammal.in
M ROJA	I - M.Sc., chemistry	Student	I Year	Muthayammal college of arts and science	20pch036@muthayammal.in
EVA JESSICA HENRY	3- B. Sc. Microbiology	Student	III Year	MADRAS CHRISTIAN COLLEGE	evajessicahenry@gmail.com
ANBUSELVI. K	B.Sc computer science 1st year	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCES	20UCS006@MUTHAYAMMAL.IN
KIRUTHIKA K	B.com	Student	I Year	Muthayammal arts and science college	20UCM073@Muthayammal.in
P. GOPALAKRISHNA	1st B.SC Chemistry	Student	I Year	Muthayammal arts and science college	20UCH014@muthayammal.in

DURGADEVI R	BCA 1year	Student	I Year	Muthayammal college arts &science	20uca033@muthayammal.in
T. SURESHKUMAR	III - B.Sc., Biotechnology	Student	III Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	Sureshkumarthangaraj2000@gmail.com
ANBUSELVI. K	B.Sc computer science	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCES	20UCS006@MUTHAYAMMAL.IN
S.VINOTHINI	III- B.Sc., Chemistry	Student	III Year	Muthayammal college of Arts and Science	18uch120@muthayammal.in
DR.M.MEENACHIL	Physics	Faculty		Muthayammal College of Arts and science	phmmi@muthayammal.in
GAJAPRIYA A	B.sc., Computer Science	Student	I Year	Muthayammal collage of arts and science	priyaanbalagan2002@gmail.com
ILAKKIYA .A	II - B.sc., Mathematics	Student	II Year	Muthayammal college of arts and sciences	19uma031@muthayammal.in
R. SANJANA	2 nd year B.Sc Chemistry	Student	II Year	Muthatammal college of arts and science	Sanjanatechmind@gmail.com
Dr. N. SUDHAKAR	R&D	Faculty		MCAS	rdcell@muthayammal.in
V. KAVINRAJ	II - B. SC., CHEMISTRY	Student	II Year	Muthayammal college of arts and science	Vkavin2211@gmail.com
S.SHAMKUMAR	II- B.Sc., Chemistry	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	sham15042003@gmail.com
R.NANTHAKUMAR	11- B.Sc., Chemistry	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	nanthuradhakrishnan10@gmail.com

G. Manju	II -A. B. Sc., chemistry	Student	II Year	Muthayamal college of Art's and science	manjugovindharasu20 01@gmail.com
VAISHNAVI R	I-BCA	Student	I Year	Muthayammal college of arts and science	20uca128@muthayam mal.in
VAISHNAVI R	I-BCA	Student	I Year	Muthayammal college of arts and science	20uca128@muthayam mal.in
MOHAN M	MECHANIC AL	Faculty		MUTHYAMMAL POLYTECHNIC INSTITUTION	memmn@muthayamm al.org
G. SORNALATHA	I-BCA	Student	I Year	Muthayammal college of Arts and Sciences	20uca115@muthayam mal.in
KAVIRAJ G	B.COM.,CA	Student	I Year	Muthayammal college of arts and science	20ucc070@Muthayam mal.in
Dr L DEVI	Computer Application	Faculty		MUTHAYAMMA L COLLEGE OF ARTS AND SCIENCE	caldi@muthayammal.i n
K.G.DEEPAK	II- B.Sc.,Chem istry	Student	II Year	Muthayammal college of arts and science	19uch010@muthayam mal.in
T. MEGHA	2nd B.SC.,Chem istry	Student	II Year	Muthayammal	19uch034@muthayam mal.in
DHARANI.P	1- B.SC.COMP UTER SCIENCE	Student	I Year	Muthayammal college of ARTS and SCIENCE	dharanivelsel@gmail.c om
C.RAMYA	B.COM CA	Student	I Year	Muthayammal collage of arts and science	20ucc109@muthayam mal.in

A REPORT OF ORIENTATION SESSION ON INNOVATION AND ENTREPRENEURSHIP BY Dr. N. SUDHA, ASSISTANT PROFESSOR OF CHEMISTRY AND HEAD – IIC, INNOVATION AMBASSADOR, MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE, RASIPURAM, ON 16.10.2021.



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An Autonomous College - Affiliated to Pondicherry University, Salem
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Recognized by UGC under Section 1(B)(ii)(B)
Recognized for 2000 College Scheme - DWT
RASIPURAM, NAMAKKAL DIST - 625002, TAMIL NADU, INDIA



Institution's Innovation Cell (IIC)
organizes

Orientation Session
on
Innovation and Entrepreneurship

Target Audience: I – Year UG & PG Students



**INSTITUTION'S
INNOVATION
COUNCIL**
Department of Chemistry

Speaker
Dr. N. SUDHA
Asst. Prof. of Chemistry and Head – IIC
Innovation Ambassador
Muthayammal College of Arts and Science
Rasipuram, Namakkal (DT), Tamil Nadu.

Google Meet Link : <https://meet.google.com/tmm-tvtf-qpb>

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The programme was convened by Dr. N. Sudha, Convener of IIC, Innovation Ambassador and Asst. Prof. of Chemistry. Dr. N. Sudha oriented the students about IIC and its role on motivating innovation and entrepreneurship among the students community. I have indicated clearly about the difference between Business man and entrepreneur, why to become an entrepreneur and the difference between discovery, invention and innovation. I have also explained the role of creativity and innovation for an entrepreneur. Explained about discovery, invention & innovation, need of creativity for innovation, steps involved in innovation and design thinking process. Motivated students by explaining successful innovations by students, examples of some young entrepreneurs in India, in Tamilnadu, entrepreneurs from Muthayammal College of Arts and Science (MCAS) and emerging entrepreneurs from our college MCAS.

About 85 students of I - Year BCA., Computer Applications (Sec C) and I – B. Sc., Microbiology students attended the program and from that 19 students joined in the MCAS – IIC. The program was done in two Google meet links, one for I Year BCA Students and another for I- Year B. Sc., Microbiology students.

Screenshots of I - BCA students



Screenshots of I - B. Sc., Microbiology students



List of Participants details attended the program

Name of the student	Discipline	Year of study	Section	Name of the College	e-mail id
B.BHARANIDHARAN	B. Sc., Microbiology	I Year	A	Muthayammal college of arts and science	bharanilonelion2004@gmail.com
HARISHINI.S	B. Sc., Microbiology	I Year	A	Muthayammal college of arts and science	21umb014@muthayammal.in
SUBHAMATHY.M	B. Sc., Microbiology	I Year	A	Muthayammal college of arts and science	Murugesanmmv@gmail.com
A. Prasanth	B. Sc., Microbiology	I Year	A	Muthayammal college of arts and science	Aprasanth@gmail.com
M.S.PRAVEEN KUMAR	B. Sc., Microbiology	I Year	A	Muthayammal college of arts and science	Sasipraveen676@gmail.com
S.Suresh karthik	BCA.,	I Year	C	Muthayammal college of arts and science	21uca108@muthayammal.in

R.Subash	BCA,	I Year	C	Muthayammal college of arts and science	21uca105@muthayammal.in
DEVAPRIYA P	B. Sc., Microbiology	I Year	A	Muthayammal college of arts and science	21umb007@muthayammal.in
K. ruban	B. Sc., Microbiology	I Year	A	Muthayammal college of arts and science	21umb037@muthayammal.in
P.Swathi	BCA,	I Year	C	Muthayammal college of arts and science	21uca112@muthayammal.in
R.Vignesh	BCA,	I Year	C	Muthayammal college of arts and science	21uca124@muthayammal.in
S.MUTHUKUMAR	BCA,	I Year	C	Muthayammal college of arts and science	muthukumarsengottuvel@gmail.com
M.GOWSHIKA	B. Sc., Microbiology	I Year	A	Muthayammal college of arts and science	21umb012@muthayammal.in
SRIMATHI R	BCA,	I Year	C	Muthayammal college of arts and science	Srimathibca01@gmail.com
M.SUPRIYA	BCA,	I Year	C	Muthayammal college of arts and science	21UCA107@muthayammal.in
G.srinivasan	BCA,	I Year	C	Muthayammal college of arts and science	21uca104@muthayammal.in
S.VISHNU	BCA,	I Year	C	Muthayammal college of arts and science	21uca127@muthayammal.in
S.JEEVITHA	B. Sc., Microbiology	I Year	A	Muthayammal college of arts and science	21umb016@muthayammal.in
KAVIYASRI V	B. Sc., Microbiology	I Year	A	Muthayammal college of arts and science	21umb019@muthayammal . in
N. RAFIYA	BCA,	I Year	C	Muthayammal college of arts and science	21uca081@muthayammal.in
S.Surya	BCA,	I Year	C	Muthayammal college of arts and science	suryasurya15092004@gmail.com
SHAMNATH .M	B. Sc., Microbiology	I Year	A	Muthayammal college of arts and science	shamnath9843019375@gmail.com
SUDHAKAR.S	B. Sc., Microbiology	I Year	A	Muthayammal college of arts and science	Sudhakars2004@gmail.com
R DEEPIKA	B. Sc., Microbiology	I Year	A	Muthayammal college of arts and science	deepikarangasamy1807@gmail.com

S.jeevitha	B. Sc., Microbiology	I Year	A	Muthayammal college of arts and science	21umb016@muthayammal.in
S.Naveena	BCA,	I Year	C	Muthayammal college of arts and science	21uca074@muthayammal.in
V.sasi	BCA,	I Year	C	Muthayammal college of arts and science	Sasivijaykumar2003@gmail.com

SAMBHAV – National Level Awareness Program (NLAP) on Entrepreneurship

1. Objective

To orient about Entrepreneurship through National Level Awareness Program (NLAP) SAMBHAV.

2. Agenda (Date & Time, Venue , Guest details)

Date: 17.11.2021

Time: 11.00 AM – 1.00 PM

Venue: Online – Google meet

Speaker: Mr. S. Dharmaselvan,

Joint Director, MSME Testing Station,

Puducherry.

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

Oriented the students about MSME, testing facilities like Metals and Alloys, Building materials, Transmission line equipments, cables and conductors, Electrical appliances, Export food, Water, Chemicals and Paints, etc. in MSME scheme.

Explained about 18 steps to become a successful entrepreneur, incubator schemes and financial assistance for small enterprises, seed capital, and awareness on Intellectual Property Rights (IPR) for applying domestic and foreign patent, GI Registration and Trade mark.

Also clarified about Microunits development and refinance agency Mudra, PMMY bank assistance, unemployed Youth generation programme (UYEGP), State Government Subsidy schemes for MSMEs like pollution control equipments, thrust sector, energy conservation/solar.

Lean manufacturing techniques, cost management tool with quality, eliminate waste and improve efficiency, focus on process flow and value stream, increase production by reducing non value added items, inventory, man hour – efforts, space, tools and production time, Micro and small enterprises cluster development programme (MSE CDP), infrastructure development for Industrial estate (IE), etc.

4. Photographs





5. Feedback

Students learnt opportunities and schemes available in MSME to become an Entrepreneur.

6. (i) Number of Staff Participants: 05

(ii) Number of Students Participants: 200

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

A REPORT OF ORIENTATION SESSION ON INNOVATION AND ENTREPRENEURSHIP BY Dr. N. SUDHA, ASSISTANT PROFESSOR OF CHEMISTRY AND HEAD – IIC, INNOVATION AMBASSADOR, MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE, RASIPURAM, ON 19.11.2021.



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Orientation Session
on
Innovation and Entrepreneurship

Target Audience: I – Year UG & PG Students



**INSTITUTION'S
INNOVATION
COUNCIL**

Speaker
Dr. N. SUDHA
Asst. Prof. of Chemistry and Head – IIC
Innovation Ambassador
Muthayammal College of Arts and Science
Rasipuram, Namakkal (DT), Tamil Nadu.

Google Meet Link : <https://meet.google.com/tmm-tvtf-qpb>

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The programme was convened by Dr. N. Sudha, Convener of IIC, Innovation Ambassador and Asst. Prof. of Chemistry. Dr. N. Sudha oriented the students about IIC and its role on motivating innovation and entrepreneurship among the students community. I have indicated clearly about the difference between Business man and entrepreneur, why to become an entrepreneur and the difference between discovery, invention and innovation. I have also explained the role of creativity and innovation for an entrepreneur. Explained about discovery, invention & innovation, need of creativity for innovation, steps involved in innovation and design thinking process. Motivated students by explaining successful innovations by students, examples of some young entrepreneurs in India, in Tamilnadu, entrepreneurs from Muthayammal College of Arts and Science (MCAS) and emerging entrepreneurs from our college MCAS. Program conducted through Google meet in two links. About 81 students of I - Year B. Sc., Chemistry, Biochemistry and Mathematics students attended the program and from that 15 students joined in the MCAS – IIC.

List of Participants details attended the program

Name of the student	Discipline	Year of study	Name of the College	e-mail id
S.Gokilavani	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	gokilavanisubramani@gmail.com
S.D.SUBHIKSHA	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	teddygirlsubitteddygirlsubi@gmail.com
V.ARUNDHATHI	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	priyaarundhathi@gmail.com
RUTHRA M	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	21uch029@muthayammal.com
S.GOKILAVANI	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	gokilavanisubramani@gmail.com
S. Vinothini	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma054@muthayammal.in
R. BALASURIYA	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	saravansurya007@gmail.com

M. Juswanth	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	21uch013@muthayammal
SANTHOSH KUMAR.P	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma039@muthayammal.i n
SARANYA P	B. Sc., Biochemistry	I Year	Muthayammal college of arts and science	21ubc008@muthayammal.i n
THASIN IRFANA.I	B. Sc., Biochemistry	I Year	Muthayammal college of arts and science	21ubc010@muthayammal.i n
R. Biruntha	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma005@muthayammal.i n
M. Mathiyazhagan	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	21uch016@muthayammal.i n
KIRUTHIKA M	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	19uch015@muthayammal.i n
P.Karthika	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	21uch042@muthayammal.i n
P.ANUSUYA	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	21uch002@muthayammal.i n
G.priyadharashini	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	21uch026@muthayammal.i n
M.Sunmathi	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	sunmathimuthu2004@gmail .com
JANANI S K	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma015@muthayammal.i n
V.S.ASHWINTH	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	vsashwint@gmail.com
S.Dineshkanna	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	dineshkannaforever@gmail. com
ARTHI S	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma002@muthayammal.i n
V.Keerthana	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma021@muthayammal.i n
SANJAY. V	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma@muthayammal.in

RENUGA. A	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	21uch028@muthayammal.i n
S.SUBIKA	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma047@muthayammal.i n
Swathi. R	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	swathijothi317@gmail.com
V.JEEVA	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	vjeeva377@gmail.com
K. NEHASRI	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	21uch021@muthayammal.i n
S.Deepa	B. Sc., Biochemistry	I Year	Muthayammal college of arts and science	21ubc003@muthayammal.i n
A. SANDHIYA	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	sandhiyaappusamy@gmail.c om
S.kalaivani	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	rselvam501@gmail.com
K.DHIVYA DHARSHINI	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	21uch008@muthayammal.i n
THIRISHA.T	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	21uch038@muthayammal .in
R. KIRUTHIKA	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	kiruthikakiruthi0404@gmai l.com
DHEERKKADHARS HINI K	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma010@muthayammal.i n
A. Anuja	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	Anujaalagesan@gmail.com
SASIVARNA V	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma041@muthayammal.i n
PREETHI	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	21uch025@muthayammal.i n
SARANYA P	B. Sc., Biochemistry	I Year	Muthayammal college of arts and science	21ubc008@muthayammal.i n
J. SUTHARSANKUMA	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	Sudharsudhar072@gmail.co m

R				
M. DIVYADHARSHINI	B. Sc., Biochemistry	I Year	Muthayammal college of arts and science	21ubc005@muthayammal.in
S.Vikram	B. Sc., Biochemistry	I Year	Muthayammal college of arts and science	21ubc012@muthayammal.in
PREETHI.S	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	preethipreethu.k@gmail.com
B.ABI	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	abiboopathikavitha791@gmail.com
V.JEEVA	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	vjeeva377@gmail.com
B.sathiya priya	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma042@muthayammal.in
S.Deepa	B. Sc., Biochemistry	I Year	Muthayammal college of arts and science	21ubc003@muthayammal.in
S.Hariharan	B. Sc., Biochemistry	I Year	Muthayammal college of arts and science	21ubc007@muthayammal.in
KIRUTHIKA . R	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	kiruthikakiruthi0404@gmail.com
NAVEENA.K.S	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma029@gmail.com
PRAVEEN M	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	21ucho23@muthayammal.in
P.DHAMODHARAN	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	pdhamo45@gmail.com
Sasivarna.v	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma041@muthayammal.in
THENMOZHI. S	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	21uch037@muthayammal.in
SOWNDHIRARAJA N.G	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma046@muthayammal.in
A. Anuja	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	Anujaalagesan@gmail.com

T.JANAPRAVEEN	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma016@muthayammal.i n
P.PRIYA	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma033@muthayammal.i n
S.Deepa	B. Sc., Biochemistry	I Year	Muthayammal college of arts and science	21ubc003@muthayammal. in
Mohan kumar	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	21uch018@muthayammal.i n
M.CHANDRU	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma007@muthayammal.i n
S.RAJKUMAR	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	21uch027@muthayammal.i n
BARATH A	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	baraththala2@gmail.com
PARAMESHWARI.R	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma031@muthayammal.in
Gopalakrishnan.V	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	21uch010@muthayammal.i n
S.Deepa	B. Sc., Biochemistry	I Year	Muthayammal college of arts and science	21ubc003@muthayammal .in
T.PRETHE	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	pspt9531@gmail.com
D SIVARATHINAM	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	signsiva742@gmail.com
PRAVEEN M	B. Sc., Chemistry	I Year	Muthayammal college of arts and science	21much023@muthayammal .in
D SIVARATHINAM	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	signsiva742@gmail.com
S.SHARMIKHA	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma043@muthayammal.i n
P.nandhini	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma027@muthayammal.i n
N. NAGADHIVYA	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	nagadhivya20@gmail.com

S. S. Karunya	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma020@muthayammal.in
V. Valarmathi	B. Sc., Mathematics	I Year	Muthayammal college of arts and science	21uma053@muthayammal.in

A REPORT OF ORIENTATION SESSION ON INNOVATION AND ENTREPRENEURSHIP BY Dr. N. SUDHA, ASSISTANT PROFESSOR OF CHEMISTRY AND HEAD – IIC, INNOVATION AMBASSADOR, MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE, RASIPURAM, ON 20.11.2021.



**MUTHAYAMMAL
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& SCIENCE**
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An Autonomous College - Affiliated to Pondicherry University, Salem
Accredited by NAAC with 'A' Grade
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Recognized for 2000 College Scheme - DWT
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Institution's Innovation Cell (IIC)
organizes

Orientation Session
on
Innovation and Entrepreneurship

Target Audience: I – Year UG & PG Students



**INSTITUTION'S
INNOVATION
COUNCIL**
Department of Chemistry

Speaker
Dr. N. SUDHA
Asst. Prof. of Chemistry and Head – IIC
Innovation Ambassador
Muthayammal College of Arts and Science
Rasipuram, Namakkal (DT), Tamil Nadu.

Google Meet Link : <https://meet.google.com/tmm-tvtf-qpb>

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The programme was convened by Dr. N. Sudha, Convener of IIC, Innovation Ambassador and Asst. Prof. of Chemistry. Dr. N. Sudha oriented the students about IIC and its role on motivating innovation and entrepreneurship among the students community. I have indicated clearly about the difference between Business man and entrepreneur, why to become an entrepreneur and the difference between discovery, invention and innovation. I have also explained the role of creativity and innovation for an entrepreneur. Explained about discovery, invention & innovation, need of creativity for innovation, steps involved in innovation and design thinking process. Motivated students by explaining successful innovations by students, examples of some young entrepreneurs in India, in Tamilnadu, entrepreneurs from Muthayammal College of Arts and Science (MCAS) and emerging entrepreneurs from our college MCAS. Program conducted through Google meet in two links. About 139 students of I - Year B. Com. CA., students attended the program and from that 48 students joined in the MCAS – IIC.

List of Participants details attended the program

Name of the student	Discipline	Year of study	Name of the College	e-mail id
DHARANEESH. K.S	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc028@muthayammal.in
S.SELVAPRAKASH	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc153@muthayammal.in
S.SRIDHAR	B. Com. CA.,	I Year	Muthayammal college of arts and science	s9479890@gmail.com
DINESH.P	B. Com. CA.,	I Year	Muthayammal college of arts and science	pdineshpd387@gmail.com
BIRUNDHA A	B. Com. CA.,	I Year	Muthayammal college of arts and science	birundha.arunachalam2002@gamil.com
SARANRAJ.G	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc140@muthayammal.in
S. MYTHILI	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc095@muthayammal.in
R. GAYATHRI	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc040@muthayammal.in

KALAIVANI. A	B. Com. CA.,	I Year	Muthayammal college of arts and science	Kalaivania186@gmail.com
E SARAVANAN	B. Com. CA.,	I Year	Muthayammal college of arts and science	saravananelangovan12@gmail.com
ELAKKIYA N K	B. Com. CA.,	I Year	Muthayammal college of arts and science	lucky0karan1506@gmail.com
P.NAVAMANIKANDAN	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc099@muthayammal.in
L.U.Sedhurajan	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc150@muthayammal.in
INDUJA.S	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc054@mthayammal.in
P.Swathy	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc169@muthayammal.in
RAGHUL.S	B. Com. CA.,	I Year	Muthayammal college of arts and science	raghulsiva39@gmail.com
DURGADEVI A	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc001@muthayamml.in
JAYASURIYA B	B. Com. CA.,	I Year	Muthayammal college of arts and science	jsuriya899@gmail.com
THULASIBALA	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc171@muthayammal.in
T.SILAMBARASAN	B. Com. CA.,	I Year	Muthayammal college of arts and science	ganasimbuofficial@gmail.com
JAYANTH.R	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc057@muthayammal.in
PRAGATHEESHWAR I S	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc108@muthayammal.in
RAGUL K	B. Com. CA.,	I Year	Muthayammal college of arts and science	kumarragul5096@gmail.com
G.S.ANANTHAPRIYA	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc006@muthayammal.in
MOHEESWARAN K B	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc091@muthayammal.in

B.VAISHALI	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc172@muthayammal.in
JOTHI VENKATA KRISHNAN.V	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc062@muthayammal.in
HARI PRAKASH.M	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc051@muthayammal.in
SATHASIVAM S	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc146@muthayammal.in
JAYACHITRA G	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc056@muthayammal.in
M. SAPTHARISHI	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc139@muthayammal.in
K Kowsalya	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc075@muthayammal.in
S. Dhanasezhiyan	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc026@muthayammal.in
R k SRIDEVI	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc160@muthayammal.in
MUGESH.A	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc093@muthayammal.in
RAGHUL.S	B. Com. CA.,	I Year	Muthayammal college of arts and science	raghulsiva39@gmail.com
S. BHARADHAN	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc014@muthayammal.in
SANGEETHA. J	B. Com. CA.,	I Year	Muthayammal college of arts and science	Sudhasangeetha2019@mail.com
ROHITH G	B. Com. CA.,	I Year	Muthayammal college of arts and science	ganesanrohith7@gmail.com
SARANYA.R	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc142@muthayammal.in
CHRTHAN V	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc020@muyhayammal.in
T.MARAGATHAM	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc085@muthayammal.in
T.DHATCHANAMOO RTHI	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc031@muthayammal.in

SARAM S	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc132@muthayammal.in
DINESH KUMAR. R	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc024muthayammai. in
V. NAGARAJAN	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc096@muthayammal.in
M.kishore kumar	B. Com. CA.,	I Year	Muthayammal college of arts and science	crkishorekumar62@gmail.com
JUSTIN RAJ P	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc063@muthayamml.in
SURYAKUMAR. T	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc168@muthayammal.in
B. KEERTHANA	B. Com. CA.,	I Year	Muthayammal college of arts and science	keerthanabaskar09@gmail.com
PRABU P	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc106@muthayammal.in
HARIHARAN A	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc049@muthayammal.in
RAJADHARSHINI. R	B. Com. CA.,	I Year	Muthayammal college of arts and science	Rajadharshini@gmail.com
KARTHICK R	B. Com. CA.,	I Year	Muthayammal college of arts and science	karthickrajarathinam19@gmail.com
S.SASIKUMAR	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc144@muthayammal.in
DHARANIDHARAN. M	B. Com. CA.,	I Year	Muthayammal college of arts and science	dharandharani 460@gmail.com
K. VINOCHKUMAR	B. Com. CA.,	I Year	Muthayammal college of arts and science	vinothkk27830@gmail.com
PRADEEP.T	B. Com. CA.,	I Year	Muthayammal college of arts and science	vijaypradeep440@gmail.com
SOUNDARYA. G	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc186@muthayammal.in
MANIKANDAN. R	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc082@Muthayammal.in

VISWRUBINI K	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc183@muthayammal.com
BHARATH M	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc015@muthayammal.in
SOWNDARYA.R	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc159@muthayammal.in
RAJADHARSHINI. R	B. Com. CA.,	I Year	Muthayammal college of arts and science	Rajadharshini@muthayammal.com
SRIDEVI.S	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc161@muthayammal.in
PRAVEEN V	B. Com. CA.,	I Year	Muthayammal college of arts and science	vpraveen15062003@gmail.com
GIRINATH N V B.Com., CA	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc041@muthayammal.in
S.SWETHA	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc170@muthayammal.in
ROHINI S	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc126@muthayammal.in
MONISHA.R	B. Com. CA.,	I Year	Muthayammal college of arts and science	velmurugaamoni@gmail.com
P. SARANYA	B. Com. CA.,	I Year	Muthayammal college of arts and science	Saranyarose2004@gamil.com
RAJESHKUMAR.P	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc118@muthayammai.in
B.Yuvaraj	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc184@muthaiyammal.in
S.SASTHA	B. Com. CA.,	I Year	Muthayammal college of arts and science	sasthas863@gmail.com
GOKUL RAJ D	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc045@muthayammal.in
VIMALANAND	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc180@muthayammal.in
GOKUL.R	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc044@muthayammal.in

ARUN. G	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc009@muthayammal.in
SOWNDARYA.R	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc159@muthayammal.in
SELVENDIRAN.P	B. Com. CA.,	I Year	Muthayammal college of arts and science	selvend693@gmail.com
AJITH S	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc005@muthayammal.in
PALANIMUTHU G	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc104@muthayammal.in
R.ARCHANA	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc008@muthayammal.in
DEVA DHARSHAN K.G	B. Com. CA.,	I Year	Muthayammal college of arts and science	gandhirajlata@gmail.com
SANJAYKUMAR P	B. Com. CA.,	I Year	Muthayammal college of arts and science	sachinsanjaykumar85@gmail.com
S.SWETHA	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc170@muthayammal.in
PAVYADHARSHINI V	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc105@muthayammal.in
SELVENDIRAN.P	B. Com. CA.,	I Year	Muthayammal college of arts and science	selvend693@gmail.com
S KARTHICKVEL	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc068@muthayammal.in
SOWNDARYA.R	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc159muthayammal@in
DHAMODHARAN A	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc025@muthayammal.in
R.GOPALA KRISHNAN	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc047@muthayammal.in
DHAMODHARAN A	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc025@muthayammal.in
G. RANJITHKUMAR	B. Com. CA.,	I Year	Muthayammal college of arts and science	21ucc124@muthayammal.in

ILAIYARASAN R	B. Com. CA,	I Year	Muthayammal college of arts and science	21ucc053@muthayammal.in
M.GOKUL	B. Com. CA,	I Year	Muthayammal college of arts and science	21ucc043@muthayammal
GOKULRAJ K	B. Com. CA,	I Year	Muthayammal college of arts and science	rg6406092@gmail.com
S.MATHESWARAN	B. Com. CA,	I Year	Muthayammal college of arts and science	21ucc087@muthayammal.in
MIDHUN.H	B. Com. CA,	I Year	Muthayammal college of arts and science	21ucc089@muthayammal.in
GANESH S	B. Com. CA,	I Year	Muthayammal college of arts and science	21ucc039@muthayammal.in

National Education Day Celebration

1. Objective

To orient about the importance of New Education Policy through National Education Day Celebration.

2. Agenda (Date & Time, Venue , Guest details)

Date: 23.11.2021

Time: 2.00 PM – 4.00 PM

Venue: B – Block Conference hall

Speaker: Dr. R. Selvakumaran,
Director - Academics,
VANETRA Muthayammal Institutions,
Rasipuram.

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

He explained the reason of celebrating National Education Day – to mark the birth anniversary of Dr. Maulana Abul Kalam Azad, the first Education Minister of India from 1947 to 1958.

Oriented the students about the importance of New Education Policy and its flexibility in the learning system of education.

Nurtured about the importance of education for life and living.

Played some motivational videos explaining about life skills, situation handling, etc.

4. Photographs





5. Feedback

Students enjoyed the session and learnt about the importance of New Education Policy.

6. (i) Number of Staff Participants: 04

(ii) Number of Students Participants: 124

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

World Entrepreneurs Day Celebration

1. Objective

To celebrate World Entrepreneurs Day by conducting Entrepreneurial talk & several competitions.

2. Agenda (Date & Time, Venue , Guest details)

Date: 24.08.2021

Time: 02.30 PM – 04.00 PM

Venue: Online – Google meet

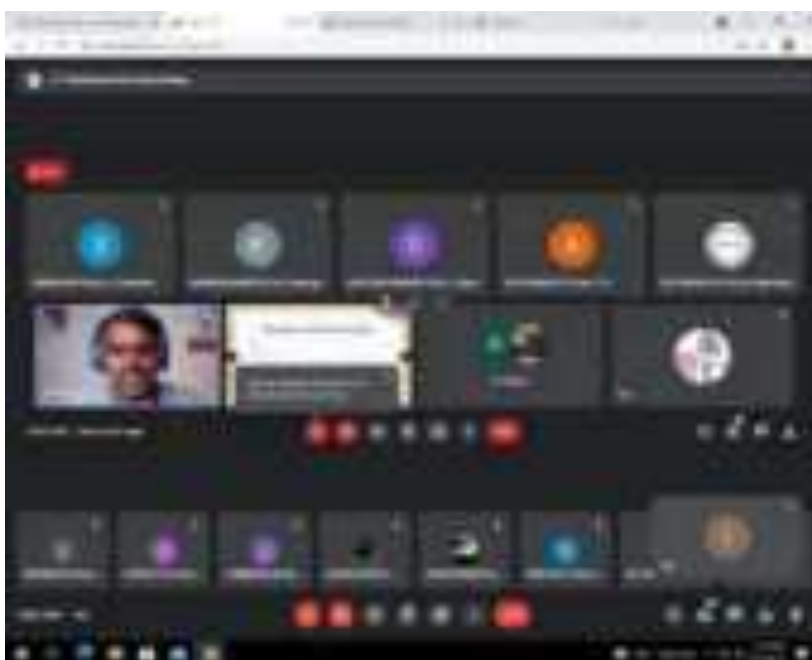
Chief Guest: Mr. SelvakumarVaradharajan,
Founder, Vilfresh - layman Agro
Laymen Agro Ventures Pvt. Ltd,
Coimbatore, Tamil Nadu.

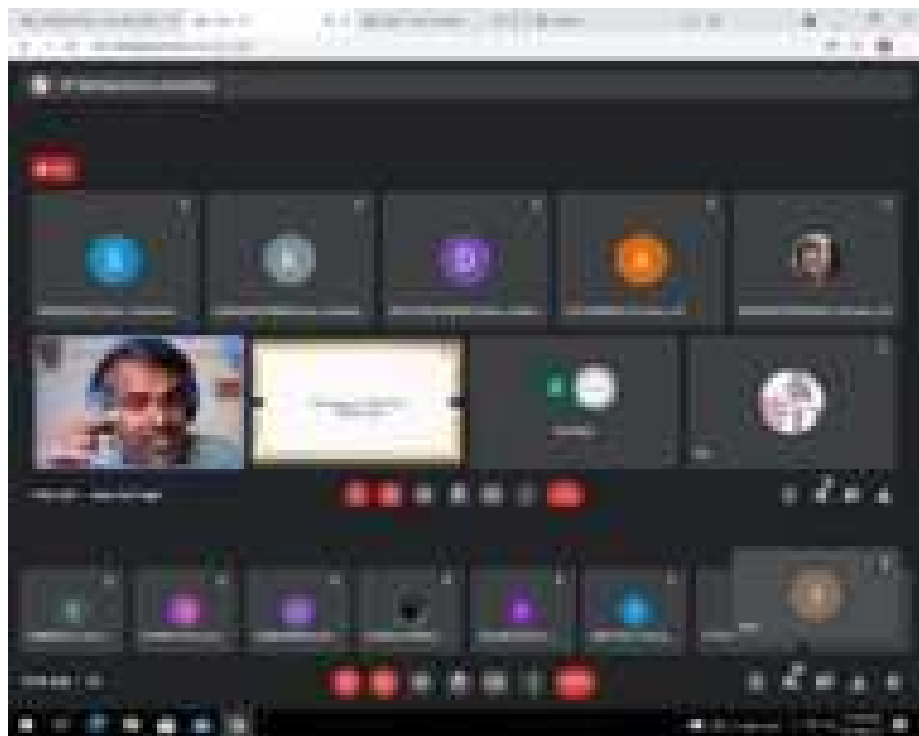
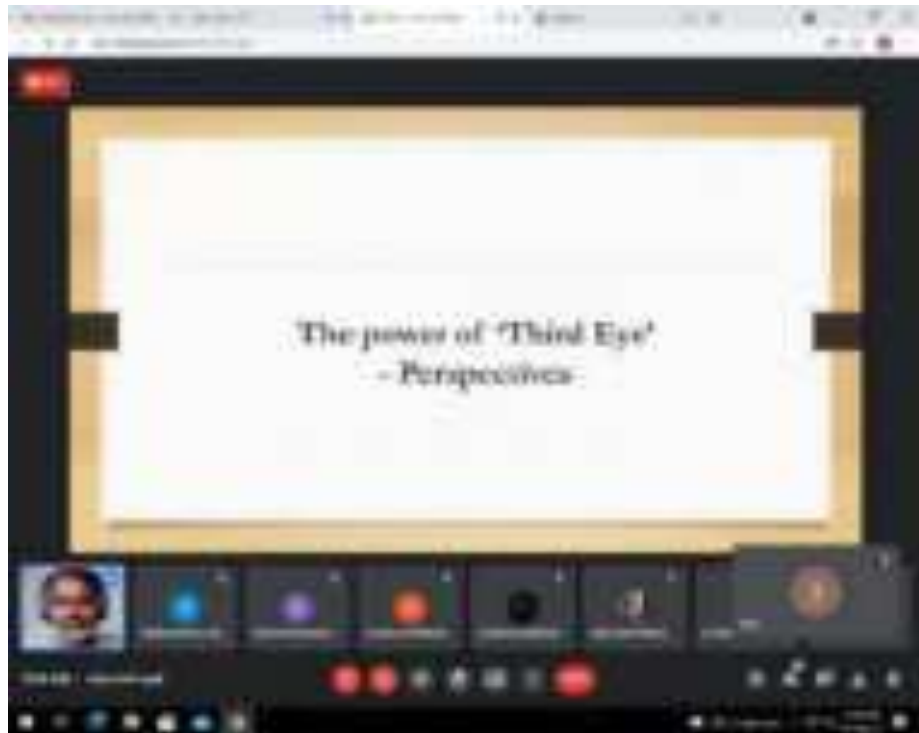
3. Subject/topic dealt with (minimum 5-10 lines)

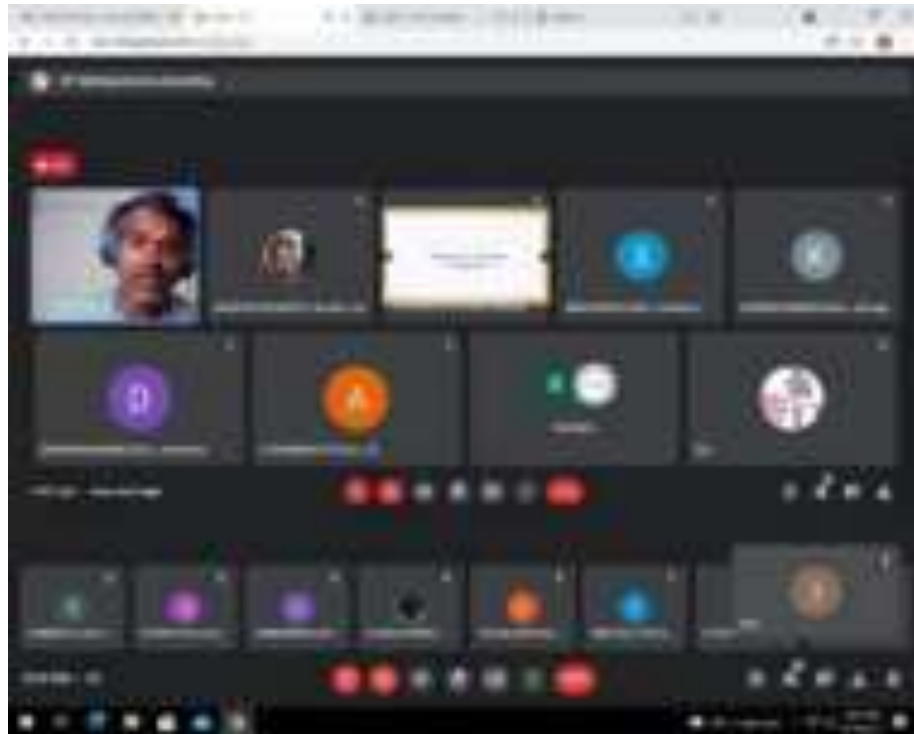
Mr. Selvakumar Varadarajan shared his childhood entrepreneur experiences, selling his vegetable from his grandfather's farm directly to the customers B2C without any intermediate. Explained the concept of Bird's eye view vital. Agriculture, industry and Service are the three major earnings of our country. Raised questions to the participants, among the above three service sectors, which one earning more in India. He explained that agriculture is ranking third as 15 percent, industry is second, contributes 25 percent and service sector is ranking first which contributes 25 percent of income, and explained why agriculture ranking is third in earning source. In industry, buying raw material to a company is through whole sale price and selling the product through retail price, and the profit is more. But in agriculture, the farmers getting their raw materials through retail price, but selling their products through whole sale price. Because of this reason, agriculture ranking in the last, but they will get profit by selling their products through retail price. Entrepreneurs will see the problem, develop the idea and finds a solution. Entrepreneur has a bird's eye to the problem and will solve it. He also explained several reforms made by our Prime Minister Modiji. The motto of starting business is to get unadulterated milk to his family and public. He emphasized that problem identification is very important to get into entrepreneur. He directly connecting farm to home and so far one million deliveries carried out and he also runs two other business, and it's the third one. He is

contributing to our rural economy and he got National Sustainable Enterprise award and incubated in Ministry of Agriculture and Farmer welfare. Chief Guest interacted with students throughout the session and Participants enjoyed the session. Though the participant's strength was more than 100, the program was happened in two Google meet links.

4. Photographs







5. Feedback

Students got motivated from the Entrepreneurial talk and got exposure to rural ecosystem.

6. (i) Number of Staff Participants: 10

(ii) Number of Students Participants: 196

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

Workshop on Entrepreneurship and Innovation as Career Opportunity

1. Objective

To orient about Entrepreneurship and Innovation as Career Opportunity.

2. Agenda (Date & Time, Venue , Guest details)

Date: 24.11.2021

Time: 1.30 PM – 3.00 PM

Venue: B – Block Conference hall

Speaker: Dr. N. Sudha,

Asst. Prof. of Chemistry and Head – IIC,

Muthayammal College of Arts and Science,

Rasipuram.

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

Oriented the students about IIC and its role on motivating innovation and entrepreneurship among the students community. I have indicated clearly about the difference between Business man and entrepreneur, why to become an entrepreneur and the difference between discovery, invention and innovation. I have also explained the role of creativity and innovation for an entrepreneur. Explained about discovery, invention and innovation, need of creativity for innovation, steps involved in innovation and design thinking process. Motivated students by explaining successful innovations by students, examples of some young entrepreneurs in India, in Tamilnadu, entrepreneurs from Muthayammal College of Arts and Science (MCAS) and emerging entrepreneurs from our college MCAS.

4. Photographs



5. Feedback

Students gave positive feedback about the session was useful and are satisfied with the explanation and got clarified about innovations and Entrepreneurship.

6. (i) Number of Staff Participants: 7

(ii) Number of Students Participants: 255

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

A REPORT OF ORIENTATION SESSION ON INNOVATION AND ENTREPRENEURSHIP BY Dr. N. SUDHA, ASSISTANT PROFESSOR OF CHEMISTRY AND HEAD – IIC, INNOVATION AMBASSADOR, MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE, RASIPURAM, ON 25.11.2021.



**MUTHAYAMMAL
COLLEGE OF ARTS
& SCIENCE**
An Autonomous Institute

An Autonomous College - Affiliated to Pondicherry University, Salem
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Recognized by UGC under Section 1(B)(ii)(B)
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RASIPURAM, NAMAKKAL DIST - 625002, TAMIL NADU, INDIA



Institution's Innovation Cell (IIC)
organizes

Orientation Session
on
Innovation and Entrepreneurship

Target Audience: I – Year UG & PG Students



**INSTITUTION'S
INNOVATION
COUNCIL**
Department of Chemistry

Speaker
Dr. N. SUDHA
Asst. Prof. of Chemistry and Head – IIC
Innovation Ambassador
Muthayammal College of Arts and Science
Rasipuram, Namakkal (DT), Tamil Nadu.

Google Meet Link : <https://meet.google.com/tmm-tvtf-qpb>

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The programme was convened by Dr. N. Sudha, Convener of IIC, Innovation Ambassador and Asst. Prof. of Chemistry. Dr. N. Sudha oriented the students about IIC and its role on motivating innovation and entrepreneurship among the students community. I have indicated clearly about the difference between Business man and entrepreneur, why to become an entrepreneur and the difference between discovery, invention and innovation. I have also explained the role of creativity and innovation for an entrepreneur. Explained about discovery, invention & innovation, need of creativity for innovation, steps involved in innovation and design thinking process. Motivated students by explaining successful innovations by students, examples of some young entrepreneurs in India, in Tamilnadu, entrepreneurs from Muthayammal College of Arts and Science (MCAS) and emerging entrepreneurs from our college MCAS. Program conducted through Google meet in two links. About 82 students of I - Year B. Sc., Biotechnology, Zoology, Physics and Statistics students attended the program and from that 6 students joined in the MCAS – IIC.

List of Participants details attended the program

Name of the student	Discipline	Year of study	Name of the College	e-mail id
Monica k	B. Sc., Physics	I Year	Muthayammal college of arts and science	monica2001nkl@gmail.com
B Varsha	B. Sc., Biotechnology	I Year	Muthayammal college of arts and science	21ubt040@muthayammal.in
D.Rasika	B. Sc., Biotechnology	I Year	Muthayammal college of arts and science	21ubt028@muthayammal.in
R.RAGAVI	B. Sc., Statistics	I Year	Muthayammal college of arts and science	ragaviraja003@gmail.com
K.Arundhathi	B. Sc., Statistics	I Year	Muthayammal college of arts and science	Arundhathi480@gmail.com
P.SOWNDHARYA	B. Sc., Physics	I Year	Muthayammal college of arts and science	21uph027@muthayammal.in
M.DHEENA	B. Sc., Statistics	I Year	Muthayammal college of arts and science	21ust002@muthayammal.in

S.RAJESHWARI	B. Sc., Biotechnology	I Year	Muthayammal college of arts and science	21ubt027@muthayammal.in
J.Varunya	B. Sc., Statistics	I Year	Muthayammal college of arts and science	21ust014@muthayammal.in
A. Nishanya	B. Sc., Zoology	I Year	Muthayammal college of arts and science	21uzo008@muthayammal.in
G.RADHA	B. Sc., Biotechnology	I Year	Muthayammal college of arts and science	radhaganapathinkl@gmail.com
S.PRADEEPA	B. Sc., Biotechnology	I Year	Muthayammal college of arts and science	21ubt025@muthayammal.in
B. Manju priya	B. Sc., Biotechnology	I Year	Muthayammal college of arts and science	21ubt021@muthayammal.in
ABINESH. P	B. Sc., Physics	I Year	Muthayammal college of arts and science	21uph001@Muthayammal.in
R.priyadharshini	B. Sc., Zoology	I Year	Muthayammal college of arts and science	priyadharshinidharshini60@gmail.com
K.Arundhathi	B. Sc., Statistics	I Year	Muthayammal college of arts and science	Arundhathi480@gmail.com
M.M.Padmapriya	B. Sc., Biotechnology	I Year	Muthayammal college of arts and science	21ubt023@muthayammal.in
L. KAVIYASRI	B. Sc., Physics	I Year	Muthayammal college of arts and science	21uph007@muthayammal.in
GOKULA KRISHNAN.V	B. Sc., Biotechnology	I Year	Muthayammal college of arts and science	21ubt013@muthayammal.in
C. PADMASHRI	B. Sc., Physics	I Year	Muthayammal college of arts and science	21uph014@muthayammal.in
K.manikandan	B. Sc., Zoology	I Year	Muthayammal college of arts and science	Manju Krishnan 991@gmail.com
V.VIJAYALAKSHMI	B. Sc., Physics	I Year	Muthayammal college of arts and science	vijayavenkat0509@gmail.com
K.Haritha	B. Sc., Statistics	I Year	Muthayammal college of arts and science	21ust004@muthayammal.in
S.Maheswari	B. Sc., Physics	I Year	Muthayammal college of arts and science	21uph009@muthayammaal.in

S.ARUNA	B. Sc., Biotechnology	I Year	Muthayammal college of arts and science	arunavelmurugan44@gmail.com
A.subhashri	B. Sc., Biotechnology	I Year	Muthayammal college of arts and science	asubhashri05@gmail.com
B. SRIPRIYA	B. Sc., Zoology	I Year	Muthayammal college of arts and science	21uzo@muthayammal.in
V.Divya	B. Sc., Biotechnology	I Year	Muthayammal college of arts and science	21ubt011@muthayammal.in
C. PADMASHRI	B. Sc., Physics	I Year	Muthayammal college of arts and science	21uph014@muthayammal.in
B.Dharani	B. Sc., Biotechnology	I Year	Muthayammal college of arts and science	21ubt008@muthayammal.in
P.VIJAYAKUMAR	B. Sc., Physics	I Year	Muthayammal college of arts and science	21uph025@muthayammal.in

A REPORT OF ORIENTATION SESSION ON INNOVATION AND ENTREPRENEURSHIP BY Dr. N. SUDHA, ASSISTANT PROFESSOR OF CHEMISTRY AND HEAD – IIC, INNOVATION AMBASSADOR, MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE, RASIPURAM, ON 26.11.2021.



**MUTHAYAMMAL
COLLEGE OF ARTS
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RASIPURAM, NAMAKKAL DIST - 625002, TAMIL NADU, INDIA



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Speaker
Dr. N. SUDHA
Asst. Prof. of Chemistry and Head – IIC
Innovation Ambassador
Muthayammal College of Arts and Science
Rasipuram, Namakkal (DT), Tamil Nadu.

Google Meet Link : <https://meet.google.com/tmm-tvtf-qpb>

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The programme was convened by Dr. N. Sudha, Convener of IIC, Innovation Ambassador and Asst. Prof. of Chemistry. Dr. N. Sudha oriented the students about IIC and its role on motivating innovation and entrepreneurship among the students community. I have indicated clearly about the difference between Business man and entrepreneur, why to become an entrepreneur and the difference between discovery, invention and innovation. I have also explained the role of creativity and innovation for an entrepreneur. Explained about discovery, invention & innovation, need of creativity for innovation, steps involved in innovation and design thinking process. Motivated students by explaining successful innovations by students, examples of some young entrepreneurs in India, in Tamilnadu, entrepreneurs from Muthayammal College of Arts and Science (MCAS) and emerging entrepreneurs from our college MCAS. Program conducted through Google meet in two links. About 68 students of I - Year B. Sc., Textile and Fashion Designing (TFD), Electronics and Communication (E&C), and BA., English students attended the program and from that 17 students joined in the MCAS – IIC.

List of Participants details attended the program

Name of the student	Discipline	Year of study	Name of the College	e-mail id
NAVEEN KUMAR. A	B. Sc., TFD	I Year	Muthayammal college of arts and science	naveenkumarayyavuu@gmail.com
S.LOGESHWARI	B.A., English	I Year	Muthayammal college of arts and science	logeshwari@gmail.com
SWATHI S	B.A., English	I Year	Muthayammal college of arts and science	swathisadaiyan@gmail.com
V.JEEVITHA	B. Sc., TFD	I Year	Muthayammal college of arts and science	21utf006@muthayammal.in
S.BHARATHIPRIYA	B.A., English	I Year	Muthayammal college of arts and science	21uen009@muthayammal.in
CHARUMATHI. M	B.A., English	I Year	Muthayammal college of arts and science	21ueno11@muthayammal.in
S.suhashini	B.A., English	I Year	Muthayammal college of arts and science	21uen037@muthayammal.in

G.DEEPIKA	B.A., English	I Year	Muthayammal college of arts and science	21uen012muthayammal@.in
S.LOGESHWARI	B.A., English	I Year	Muthayammal college of arts and science	logeshwari@g.mail.com
A.P.AKALYAA	B.A., English	I Year	Muthayammal college of arts and science	pakalyaa5@gmail.com
A.SONALI	B.A., English	I Year	Muthayammal college of arts and science	21uen035@muthayammal.in
A.Sridevi	B. Sc., TFD	I Year	Muthayammal college of arts and science	21utf015@muthayammal.in
S.vishnu kumar	B. Sc., E&C	I Year	Muthayammal college of arts and science	21uec013@muthayammal.in
RUBITHA.S	B. Sc., TFD	I Year	Muthayammal college of arts and science	rubitha3152004@gmail.com
M. GOKUL SRI	B.A., English	I Year	Muthayammal college of arts and science	21uen018@muthayammal.in
A .ABIMONISHA	B.A., English	I Year	Muthayammal college of arts and science	21uen002@muthayammal.in
SUJITHALAKSHMI. D	B. Sc., TFD	I Year	Muthayammal college of arts and science	21utf016@muthayammal.in
R.THILIPKUMAR	B. Sc., E&C	I Year	Muthayammal college of arts and science	21uec010@muthayammal.in
JANANI. S	B.A., English	I Year	Muthayammal college of arts and science	21uen021@muthayammal.in
SANTHANAPRIYA. B	B. Sc., TFD	I Year	Muthayammal college of arts and science	21utf012@muthayammal.in
M. Haripriya	B. Sc., TFD	I Year	Muthayammal college of arts and science	haripriya1772004@gmail.com
K.INDHU	B.A., English	I Year	Muthayammal college of arts and science	21uen020@muthayammal.in
S.Elavarasi	B.A., English	I Year	Muthayammal college of arts and science	21uen016@muthayammal.in
P Vinithra	B.A., English	I Year	Muthayammal college of arts and science	21uen043@muthayammal.in

R.RAMYA	B.A., English	I Year	Muthayammal college of arts and science	21uen032@muthayammal.in
LOKESH.R	B. Sc., E&C	I Year	Muthayammal college of arts and science	21uec007@muthayammal.in
A.SOUNDHARYA	B. Sc., TFD	I Year	Muthayammal college of arts and science	21utf014@muthayammal.in
V.VASUKI	B. Sc., TFD	I Year	Muthayammal college of arts and science	21utf019@muthayammal.in
P.Nisha	B.A., English	I Year	Muthayammal college of arts and science	21uen028@muthayammal.in
C.UDHAYA	B. Sc., TFD	I Year	Muthayammal college of arts and science	21utf018@muthayammal.in
R. ASVITHA	B.A., English	I Year	Muthayammal college of arts and science	21uen007@muthayammal.in
A. SARAVANAKUMAR	B.A., English	I Year	Muthayammal college of arts and science	21uen033@muthayammal.in
S. Menaka	B.A., English	I Year	Muthayammal college of arts and science	21uen025@muthayammal.in
M	B.A., English	I Year	Muthayammal college of arts and science	21uen015@muthayammal.in
G.THILAGAM	B. Sc., TFD	I Year	Muthayammal college of arts and science	thilagamm04@gmail.com
R.YUASHREE	B.A., English	I Year	Muthayammal college of arts and science	21uen045@muthayammal.in
V.SOWMIYA	B.A., English	I Year	Muthayammal college of arts and science	21uen036@muthayammal.in
M.KIRUTHIKA	B.A., English	I Year	Muthayammal college of arts and science	21uen022@muthayammal.in
M.sneha	B.A., English	I Year	Muthayammal college of arts and science	21uen034@muthayamal.in
K VIDHYA	B.A., English	I Year	Muthayammal college of arts and science	21uen041@muthayammal.in
N.MALATHI	B. Sc., TFD	I Year	Muthayammal college of arts and science	21utf007@muthayammal.in

K vidhya	B.A., English	I Year	Muthayammal college of arts and science	Vidhyakandhasamy@gmail.co m
P.MUTHU SELVI	B.A., English	I Year	Muthayammal college of arts and science	Muthuselvi3014@mail.com
M.KIRUTHIKA	B.A., English	I Year	Muthayammal college of arts and science	21uen022@muthayammal.in
K.Dhanasri	B.A., English	I Year	Muthayammal college of arts and science	21uen013@muthayammal.in
T HARIPRIYA	B. Sc., TFD	I Year	Muthayammal college of arts and science	21utf004@muthayammal.in
K.dhanasri	B.A., English	I Year	Muthayammal college of arts and science	21uen13@muthayammal.in
T HARIPRIYA	B. Sc., TFD	I Year	Muthayammal college of arts and science	21utf004@muthayammal.in
R.SHIYAM	B. Sc., TFD	I Year	Muthayammal college of arts and science	21utf013@muthayammal.in
A.ANBUPRIYA	B.A., English	I Year	Muthayammal college of arts and science	21uen005@muthayammal.in

A REPORT ON ART OF INNOVATION – THE WAY AHEAD (SELF DRIVEN ACTIVITY) BY Dr. C. RAGHU, ASSISTANT PROFESSOR OF BIOTECHNOLOGY and R & D MEMBER, MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE, RASIPURAM, ON 28.07.2021.

MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE
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Accredited by AACSB with 2 Stars
Recognized by AICTE under Section 10 & 10B
Recognized by State Higher Education - 10B

Institution's Innovation Cell

Organizes a Session on

Art of Innovation - The way ahead

28th July 2021 07:30 PM

Speaker
Dr. C. Raghu
Assistant Professor of Biotechnology
R & D - Member
Muthayammal College of Arts & Science
IA unit of VANETRA group
Rasipuram, Namakkal (TN),
Tamil Nadu - 637 408

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This program was conducted by IIC of Muthayammal College of Arts and Science. Chief guest Dr. C. Raghu explained about Innovation is states of mind, how we utilize and think in our mind, approach a problem. Insisted, if a person entering into a business has to be innovative to succeed

and grow in their area. Innovation happens when someone improves on and makes a significant contribution, converting knowledge into wealth, a complex process, even defining innovation is problematic. Innovation can be a new product, process, sources of supply, opening of new market, a new way of organizing business. Explained about dimensions of innovations, types of innovation process, product, service, strategy and can vary in degree of newness, incremental to radical. He clearly distinguished between Creativity, Invention and Innovation also gave several examples of innovations like Red bus, Ola, Zomato, Amazon, Flipkart, Bigbasket, etc. The way to explore innovation process by seeking problems to solve, to go on expeditions, then try to define or refine with potential solutions, experiment it more, operationalize and scale up it by evaluate, learn and adapt. A successful innovation always leading position to create opportunities for their own competitors. Explained what to do, avoid while innovating and why we don't innovate.

List of Participants details registered and attended the program

Name of the participant (In Caps)	Department	Designation	Year of study	Name of the College	E-mail id
A. Karthigaiselvam	Economics	Faculty		Muthayammal College of Arts and Science Rasipuram	baakm@muthayammal.in
K.G.DEEPAK	Chemistry	Student	II Year	Muthayammal college of arts and science	19uch010@muthayammal.in
JEEVANANDHAM R	BCA	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	20UCA047@muthayammal.in
ABISHEK R	B.COM CA	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	20ucc009@muthayammal.in

LOGESH S	Physics	Student	I Year	Muthayammal college of arts and science	20uph036@muthayammal.in
RAKINE A	BCA	Student	I Year	Muthayammal college of arts and science	20uca@muthayammal.in
T.LAVANYA	Chemistry	Student	I Year	MUTHAYAMMAL COLLEGE of ART'S &SCIENCE	20pch010@muthayammal.in
GAYATHRI.M	B.Sc.,Mathematics	Student	II Year	Muthayammal college of Arts and sciences	19uma022@muthayammal.in
PRIYALAKSHMI .K	B.SC COMPUTER SCIENCE	Student	III Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	19ucs100@muthayammal.in
M.PAVITHRA	Chemistry	Student	II Year	Muthayammal college of arts and science	pavibby007@gmail.com
VAISHNAVI.G	B.sc chemistry	Student	I Year	Muthayammal College of arts and sciences	20uch050@muthayammal.in
K. DHIVYA	B. Sc. Chemistry	Student	I Year	Muthayammal college of arts and science	20uch009@muthayammal.in
K.Sathish kumar	Tamil	Faculty		Muthayammal college of arts and science.	ksathishtamil@gmail.com
KIRUTHIKA K	B.com	Student	I Year	Muthayammal arts and science college	Kiruthi.b.com.2002@gmail.com

SUSMITHA M	BSC MATHE MATICS	Student	III Year	MUTHAYAMM AL COLLEGE OF ATRS AND SCIENCE	19Uma093@mutha yammal.in
DURGADEVI.R	BCA	Student	I Year	Muthayammal college arts and sciences	20uca033@muthay ammal.in
MOHANAPRIYA M	chemistry	Student	III Year	Muthayammal College of Arts and Science	monaamurugesan@ gmail.com
INDHUMATHI K	Bsc chemistry	Student	III Year	Muthayammal college of arts and science	indhumathi05558@ gmail.com
P. GOPALAKRISHN AN	B.SC Chemistry	Student	I Year	Muthayammal College of arts and science	20UCH014@mutha yammal.in
A.DINESH	Chemistry	Student	II Year	Muthayammal college of arts and science and	arumugamdinesh16 1@gmail.com
GAJAPRIYA A	Computer Science	Student	I Year	Muthayammal collage of arts and science	priyaanbalagan200 2@gmail.com
DHARANI.G	B.Com CA	Student	I Year	Muthayammal college of arts and science	20ucc037@muthay ammal.in
M.KAVIYARASU	B.SC.CH EMISTR Y	Student	I Year	Muthayammal College of Arts & Science (A Unit of VANETRA Group) College in Vengayapalayam , Kakkaveri (PO), Rasipuram	kyarasu940@gmail. com

				(Tk, Dt, Tamil Nadu 637408)	
SANGEETHA.S	B.com	Student	I Year	Muthayammal college of art's and science	sangeethasithaiyan3407@gmail.com
S.SHAMKUMAR	CHEMISTRY	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	sham15042003@gmail.com
SUSMITHA M	BSC MATHEMATICS	Student	III Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	19Uma093@muthayammal.in
PRIYALAKSHMI K	B.SC COMPUTER SCIENCE	Student	III Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	19ucs100@muthayammal.in
SANTHOSH KUMAR G	BCOM.C A	Student	I Year	Muthayammal college of arts and science	20UCC116@muthayammal.in
R. SANJANA	CHEMISTRY	Student	III Year	Muthayammal college of arts and science.	Sanjanatechmind@gmail.com
Dr.M.MEENACHI	Physics	Faculty		Muthayammal college of Arts and science	Phmmi@muthayammal.in
AADHITH S	B.COM-CA	Student	I Year	Muthayammal college of arts and science	20ucc001@muthayammal.in
M.PRIYA	M.Sc.CHEMISTRY	Student	I Year	Muthayammal college of Arts and science	20pch018@muthayammal.in

M ROJA	Chemistry	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	20pch036@muthayammal.in
KEERTHIKA R	BSC MATHEMATICS	Student	III Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	19Uma045@muthayammal.in
K. BOOBESHWARAN	Chemistry	Student	II Year	Muthayammal college of arts and science	boobeshwaran09@gmail.com
K KAVITHA	Chemistry	Student	I Year	Mcas	kavithachem2019@gmail.com
SANTHIYA.R	B.sc computer science	Student	III Year	Muthayammal college of arts and science	santhiyarajenthiran172@gmail.com
T.GOWSHALYA	chemistry	Student	I Year	Muthayammal college of arts and science	gowshy2309@gmail.com
R.NANTHAKUMAR	B.SC-CHEMISTRY	Student	II Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	nanthuradhakrishnan10@gmail.com
DIVYA DHARSHINI.G	BSC - Computer science	Student	I Year	Muthayammal college of arts & sciece at rasipuram	divyaguna021@gmail.com
TAMIL SELIVAN.G	B.com ca	Student	III Year	MUTHAYAMMAL COLLEGE	tamilselvantamil740@gmail.com
SURESH.S	Chemistry	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	20uch047@muthayammal.in

SATHIYAPRIYAM	Chemistry	Student	I Year	Muthayamal college of arts and science Rasipuram	20pch024@muthayammal.in
KAVIRAJ G	B.COM,C.A	Student	I Year	Muthayammal College of arts and science	20ucc070@muthayammal.in
G. Manju	Chemistry	Student	III Year	Muthayammal college of Art's &science	manjugovindharasu2001@gmail.com
BHARATHRAJ B	BCA	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE	20uca018@muthayammal.in
KAVIYA.N	B. Sc chemistry	Student	I Year	Muthayammal College of arts and science Rasipuram	20uch020@muthayammal.in
S.SHIVYADHARSHINI	B.SC.,CHEMISTRY	Student	I Year	Muthayammal college of arts and science	times007world@gmail.com
ANBUSELVI. K	B.sc computer science	Student	I Year	MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCES	anbuselvianbuselvi03@gmail.com
Dr. N. SUDHA	Chemistry	Faculty		MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCES	chnsal@muthayammal.in
Dr. N. NITHIYA	Chemistry	Faculty		MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCES	chnna@muthayammal.in

Mrs. M. SARANYA	Chemistry	Faculty	MUTHAYAM AL COLLEGE OF ARTS AND SCIENCES	chmsa@muthayam mal.in
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Impact Lecture Series Session 1

START-UP OPPORTUNITIES AND CHALLENGES (FN) and START-UP OPPORTUNITIES IN INDIAN FARMING SECTOR (AN)

1. Objective

To orient student about Innovation, Entrepreneurship and Start-ups

2. Agenda (Date & Time, Venue , Guest details)

Date: 28.09.2021

Time: 10.30 AM – 12.00 PM (FN Session)

2.30 PM – 4.00 PM (AN Session)

Venue: Online – Google meet

Speaker: 1. Mr. Sriram Prasad,

CEO & Founder,

Keeraikadai.com & Greenydrop.com,

Coimbatore, Tamil Nadu,

India.

2. Mr. Selvakumar Varadharajan,

Founder, Vilfresh Layman Agro

Laymen Agro Ventures Pvt. Ltd.,

Coimbatore, Tamil Nadu,

India.

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

Forenoon Session:

In this session, the speaker Mr. Sriram Prasad, CEO & Founder Keeraikadai.com highlighted the difference between Business man, Entrepreneur and Start-up, the criteria to be followed by an entrepreneur. An Entrepreneur will innovate new ideas to the society and that ideas must be useful the society, should not create new problem to implement the innovative ideas. The failure is due to innovating something that nobody wants. They should not ignore any social Medias like Face book, twitter, Instagram, etc. and should explain about their company, products, etc, to reach the society. They should have patience and proper vision. They should not focus only on chasing investors and

ignoring customers. They should develop a prototype that should be self justified and pull the customers towards them. There are two strategies available in marketing their products, pull and push strategy. Pull Strategy – they will pull the customers towards them, successful people will follow this category, if the product is under pull strategy, funding will be easily raised. Push strategy – they will push their product to their customers. A Start-up should focus on positivity, don't take much focus on negativity, convert their products into a value added one and always think outside the box like converting the greens into dip soup and converting the greens into Greeny meal through retard technology, which have the shelf life of 18 months with no preservatives, no chemicals, etc, with the help of TNAU – TBI and marketing over 15 countries by direct to customers (D to C) through e-commerce platform. Consider and convert the failures into Challenges. Don't follow other ideas, consider your unique ideas and go stage by stage. Don't forget where you came from, try your best and don't let it out. Identify the problem in the society and give innovative solutions to the problems. Though the participants are more than 100, the program was carried out in two Google meet links.

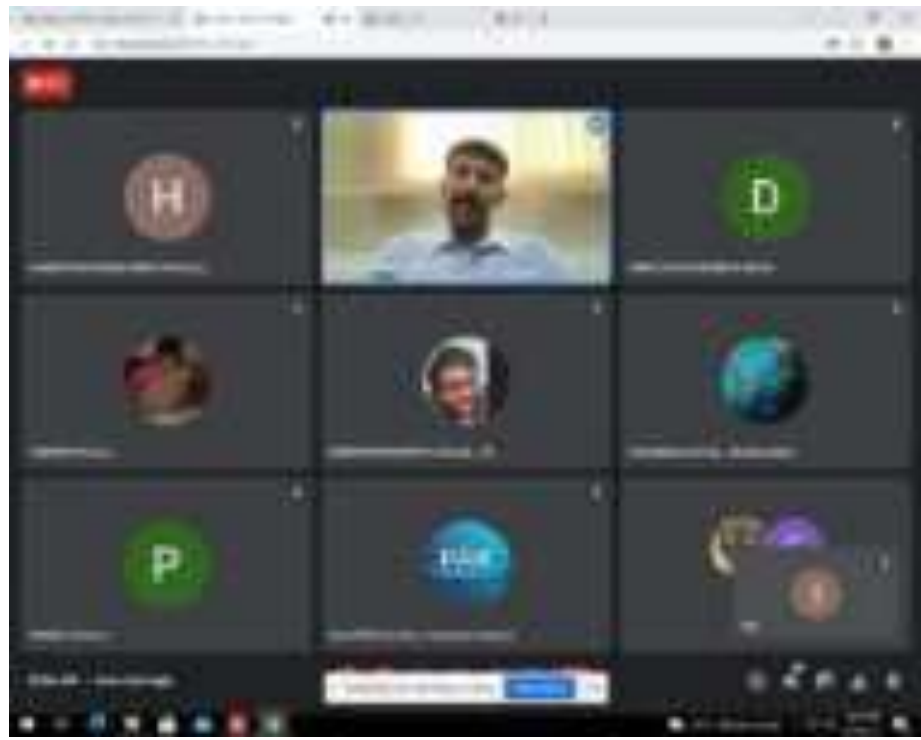
Afternoon Session:

In this session, the speaker Mr. Selvakumar Varadharajan, Founder, Vilfresh – Laymen Agro Ventures Pvt. Ltd., motivated the students that “Your Passion defines your Personality. If aspiration and passion is there, the gender can be eliminated and thrown it in a dust bin. Explained the concept of Bird's eye view and its importance in everyone's life. Agriculture, industry and Service are the three major earnings of our country. Raised questions to the participants, among the above three service sectors, which one earning more in India. He explained that agriculture is ranking third as 15 percent, industry is second, contributes 25 percent and service sector is ranking first which contributes 60 - 65 percent of income, and explained why agriculture ranking is third in earning source. In industry, buying raw material to a company is through whole sale price and selling the product through retail price, and the profit is more. But in agriculture, the farmers getting their raw materials through retail price, but selling their products through whole sale price. Because of this reason, agriculture ranking in the last, but they will get profit by selling their products through retail price. There are plenty of problems and opportunities in agriculture based service sector. Entrepreneurs will see the problem, develop the idea

and finds a solution. Explained about Farm bill, positiveness and Negativeness of Farm bill. Entrepreneur has a bird's eye to the problem; a spark moment will be created to the person to change that problem and will solve it. He emphasized that problem identification is very important to get into entrepreneur. He quoted and elaborated several Start-up examples like Redbus, Giris Mathrubootham – Founder of Freshworks, Thiru from Ninjacart, Erode, created collection centres in every village, collected fruits and delivered to city peoples and got 200 million US dollars as venture capitalist for his start-up. Indian agriculture has lot of opportunities, in milk production, India rank I, but having dairy export less than 1%, food production rank II, but less than 10% in food processing, 35% fruits and vegetables got wasted, but no cold chain process. Tomato can be dehydrated and can become a successful start-up and in live stock population we are ranking first. He explained the motto of starting his business, to get unadulterated milk to his family and public. He emphasized that problem identification is very important to get into entrepreneur. He directly connecting farm to home and so far one million deliveries carried out and he also runs two other business, and it's the third one. He is contributing to our rural economy and he got National Sustainable Enterprise award and incubated in Ministry of Agriculture and Farmer welfare. Chief Guest interacted with students throughout the session and Participants enjoyed the session. Motivated the students as - Problems are plenty in our Indian Agriculture sector, if we solve each and every problem; we are the hero, so stay hungry towards the problem and be a successful start-up.

4. **Photographs** Forenoon Session:







Afternoon Session:





Zoom Meeting 12:00 PM 12/11/2020

Zoom Meeting 12:00 PM 12/11/2020

Opportunities in Agri Sector

- 1. Government Initiatives
- 2. Private Sector Opportunities
- 3. Entrepreneurship
- 4. Research and Development
- 5. Education and Training
- 6. Policy and Regulation
- 7. Market Access
- 8. Innovation and Technology



Zoom Meeting 12:00 PM 12/11/2020

Zoom Meeting 12:00 PM 12/11/2020

It's Your Turn!



Thank you



5. Feedback

Students gave positive feedback about both the session, got new ideas about problem choosing and to become an entrepreneur and startup.

6. (i) Number of Staff Participants: 8

(ii) Number of Students Participants: 187

(iii) Number of External Participants (Staff/Students): 05

Session on Entrepreneurship in Medicinal Herbs

1. Objective

To orient student about available Medicinal Herbs, uses and its Entrepreneurial opportunities.

2. Agenda (Date & Time, Venue , Guest details)

Date: 28.12.2021

Time: 1.30 PM – 4.00 PM

Venue: B – Block Mini Seminar hall and MCAS - Medicinal Garden

Speaker: Dr. S. Anbalagan,
Asst. Prof. of Microbiology and Head – Green Campus,
Innovation Ambassador,
Muthayammal College of Arts and Science,
Rasipuram.

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

Chief Guest explained the students about the medicinal values and entrepreneurial opportunities of several Medicinal Herbs like Thulsi, Adathoda, Aloe vera, Thoodhuvalai, Ashvagandha, Neem, Karisilankanni, Keelanelli, etc. He also explained its availability in our area and how to use it in a valuable way. After that students visited MCAS Medicinal garden to identify the medicinal herbs in day-to-day life. About 80 students and 4 faculties attended this program and get benefited.

4. Photographs





5. Feedback

Students gave positive feedback about the session was useful and are satisfied with the explanation and got knowledge about Entrepreneurial opportunities in Medicinal herbs.

6. (i) Number of Staff Participants: 2

(ii) Number of Students Participants: 95

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

Workshop on Design thinking, Critical thinking and Innovation design

1. Objective

To orient student about steps involved in design thinking, critical thinking and innovation design through several examples.

2. Agenda (Date & Time, Venue , Guest details)

Date: 29.12.2021

Time: 2.45 PM – 4.00 PM

Venue: B – Block Conference hall

Speaker: Dr. R. Vijayakumar,

Asst. Prof. of Physics and R & D Member,
Innovation Ambassador,
Muthayammal College of Arts and Science,
Rasipuram.

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

Design thinking is a method of creative problem solving. It draws upon logic, imagination, intuition and systemic reasoning, to explore possibilities to create desired outcomes that benefit the end user.

The five stages are Empathize, define, ideate, prototype and test. Explained the five stages involved in design thinking process with an example.

Explained the skills needs for critical thinking and how to approach a problem, innovation, why do we need innovations?, process of innovation – idea generation and mobilization, experimentation, commercialization, diffusion and implementation, some examples of incremental innovations and Radical innovations.

4. Photographs



5. Feedback

Students gave positive feedback about the session, and learnt about the steps involved in Design thinking, critical thinking and innovation design.

6. (i) Number of Staff Participants: 5

(ii) Number of Students Participants: 96

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

Exposure and Field visit for Problem Identification

1. Objective

To get exposure and field visit to FAMARA Company, (Farmer producer Company Pvt. Ltd), Karkoodalpatty, Rasipuram.

2. Agenda (Date & Time, Venue , Guest details)

Date: 30.12.2021

Time: 10.30 AM – 1.00 PM

Venue: FAMARA Company,

Farmer Producer Company Pvt. Ltd.,

Karkoodalpatty, Rasipuram, Namakkal (DT)

Participants: Institution's Innovation Cell (IIC) Members and Faculties

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

Institution's Innovation Cell (IIC) student-members and faculties of MCAS visited Famara Company at Karkoodalpatti on 30.12.2021. The visit has provided an opportunity for the students to become aware of the innovations that could be effected in the farming and integrated farming sectors and they learnt about the strategies in marketing profitably the farm produces.

4. Photographs







5. Feedback

Students gave positive feedback about the visit, they learnt about the innovations in farming and integrated farming sector.

6. (i) Number of Staff Participants: 2

(ii) Number of Students Participants: 40

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

Celebration of National Energy Conservation Day

1. Objective

To create the awareness on energy conservation among students by celebrating National Energy Conservation Day.

2. Agenda (Date & Time, Venue , Guest details)

Date: 31.12.2021

Time: 2.30 PM – 4.00 PM

Venue: B – Block Mini Seminar hall

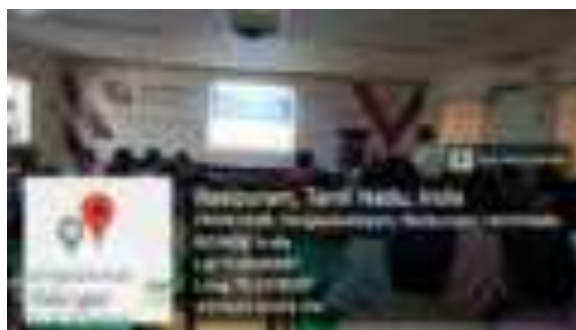
Speaker: Institution's Innovation Cell (IIC) Members and Faculties

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

Institution's Innovation Cell (IIC) of MCAS celebrated National Energy Conservation Day on 31.12.2021. IIC student-members and faculty presented videos and ppts on the importance and utility value of energy conservation. They also elaborated on the methods of energy conservation placed forth some suggestions for the alternate source of non renewable energy. Dr. N. Sudha, Head – IIC presented ppt on Energy conservation. Seven IIC student members shown their interest in presenting ppts and videos related to energy conservation and its methods.

4. Photographs





5. Feedback

Students gave positive feedback about the celebration, they learnt about awareness on energy conservation.

6. (i) Number of Staff Participants: 2

(ii) Number of Students Participants: 85

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

**MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE, RASIPURAM
GUEST LECTURE PROGRAMME (LIVE WEBINAR)**

“Role of Artificial Intelligence in Health care”

Organized By

DEPARTMENT OF MICROBIOLOGY

In Association with

MICROBIOLOGISTS SOCIETY, INDIA.

DATE: 08.12.2021

Time: 09.50 am

Venue : ‘B’ Block Conference Hall & Google meet (Webinar Link meet.google.com/xwr-ksqe-whv)

Chief guest :

Dr. Sandeep Kaur

Assistant Professor, Department of Food science

Mehr Chand Mahajan DAV College for Women

Chandigarh, India

OBJECTIVE:

- To provide informative and engaging series of lectures for students linked with subject content
- To promote the study of subjects at Higher Education level
- To highlight the world-class learning and research
- To provide relevant information on Higher Education to prospective students to enable an informed choice

INVITATION:

 **MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE**
An Autonomous Institution

An Autonomous College - Affiliated to Panna University, Salem
Accredited by NAAC with A Grade
Recognized by UGC under Section 10B & 10CB
Recognized by STAR College Scheme - DET (2016 - 2020)



RADIPURAM, HANAMKAL IN - 607 408, TAMIL NADU, INDIA

**Department of Microbiology in Association with
Microbiologists Society, India**

Organizes

 **LIVE WEBINAR**  
Google Meet

on

**Role of Artificial Intelligence in
Health care**

 **Chief Guest**
Dr. Sandeep Kaur
Assistant Professor
Department of Food Science
Mehr Chand Mahajan DAV
College for Women
Chandigarh, India

 **8th
DEC
2021**

 **10.00
AM**

Venue : B-Block Conference Hall

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AGENDA:

 MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE		
MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE, BAMPERAM DEPARTMENT OF MICROBIOLOGY In Association with MICROBIOLOGISTS SOCIETY, INDIA. Workshop on 'Role of Artificial Intelligence in Health care'		
08.12.2021	Wednesday	9.30 AM
Google Meet & B-Block Conference Hall		
9.30 AM	Welcome Address	Dr. S. Senthil F.M.Sc. Applied Microbiology, MCAS
9.55 AM	Introductory Remarks	Dr. S. Shalitha Head, Department of Microbiology, Muthayammal College of Arts & Science, Ramapuram.
10.00 AM	Publication	Dr. S.P. Vijayarani Principal Muthayammal College of Arts & Science, Ramapuram.
10.05 AM	Special Address	Dr. A. M. Babu President Microbiological Society, India
10.10 AM	Presidential Address	Dr. R. Srikrishnan Director - Academics Governing Muthayammal Institutions, Ramapuram.
10.25 AM	Keynote Address	Dr. Sandhya Kavya Assistant Professor, Department of Food science Hindu Christ Mahabala DAV College for Women Chennai, India
11.00 AM	Vote of Thanks	Ms. N. Lakshmi B.M.Sc. Applied Microbiology, MCAS.

TOPIC DEALT WITH:

Lecture Topic : **“Role of Artificial Intelligence in Health care”**

AI is rapidly being incorporated in different areas of medical research, and there have already been some major breakthroughs that threaten to transform the future of medicine. Here are some healthcare applications where AI is being applied currently:

1. Radiology

AI is being used to analyze X-ray, CT and MRI scans, to diagnose medical conditions in patients. The computer vision techniques allow programs to detect abnormalities in radiology images, and have reached up to 100% accuracy on test datasets, for several diseases. Not only does AI provide an accurate diagnosis, but also is very time efficient as compared to conservative diagnostic techniques. In the recent COVID-19 outbreak, AI has proved to be a great asset in zero-contact diagnosis, especially for contagious diseases. The success of AI in the field of medical diagnosis, gives hope for a future with minimized errors and speedy diagnosis, which will take healthcare years ahead of its time.

2. Medical Data Analysis

With deep learning and cutting edge tools, AI is structuring medical data, to provide doctors and medical researchers with better understanding of the enormous medical data cache. From processing and analysis clinical trials, to find the effects of vaccines, drugs and more, to tracing the origins of strains of viruses, AI is helping scientists track and further medical research, by eliminating redundant methods of data analysis and manual filtering of data.

3. Drug Discovery

Integrating AI with bio-tech platforms is one of the most interesting applications of AI in healthcare today. Several pharmaceutical companies like Pfizer are applying machine learning, in search of immuno-oncology drugs. By finding patterns in medical data, and studying the outcomes of existing drugs on patients, they are trying to discover new combinations of drug ingredients for developing novel drugs. With some very advanced projects like ChemGAN currently available online, researchers and AI engineers are trying unprecedented techniques for discovering new drugs and vaccines to combat chronic and several other illnesses.

4. Robot Assisted Surgery

By using AI for creating robots to assist doctors in surgery, the latest discoveries are trying to uncover the secret to minimally invasive surgeries. The robots combine live camera feed with mechanical tools to perform a new kind of surgery that allows surgeons to operate with magnified views, better control and precision of the tools, and thus minimizing the surgery-related complications.

5. Patient Experience

From optimizing ambulance routes to waiting times using real time data, AI is working towards making healthcare more accessible and efficient for the general public. Conversational AI is making huge progress in developing chatbots to assist patients, monitor their progress and giving health-specific alerts. Some of these projects can conduct entire appointments from the patients' homes and then guide the patient towards treatment or specialized appointments, by reviewing the symptoms and analyzing the data provided by the patient.

AI is revolutionizing the field of healthcare combining large scale data analytics and intelligent deep learning frameworks. But with great computational power, comes great responsibility. An important guideline while integrating AI with healthcare is to not lose sight of the real science- medicine, behind the layers of our neural networks. While creating complex models, and processing the data, engineers should collaborate with medical practitioners, to ensure that they are going along the right path.

PHOTOGRAPHS:






Department of Microbiology
 Anna University, Chennai
 600 025, Tamil Nadu, India

Department of Microbiology in Association with
 Microbiologists Society India
 Organized by



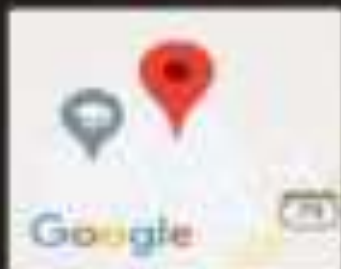


**Role of Artificial Intelligence in
 Health care**


Chief Guest
Dr. Sandeep Kumar
 Assistant Professor
 Department of Food Science
 Anna University, Chennai
 College for Women
 Chennai, India

8th
 DEC
 2021
 10.00
 AM

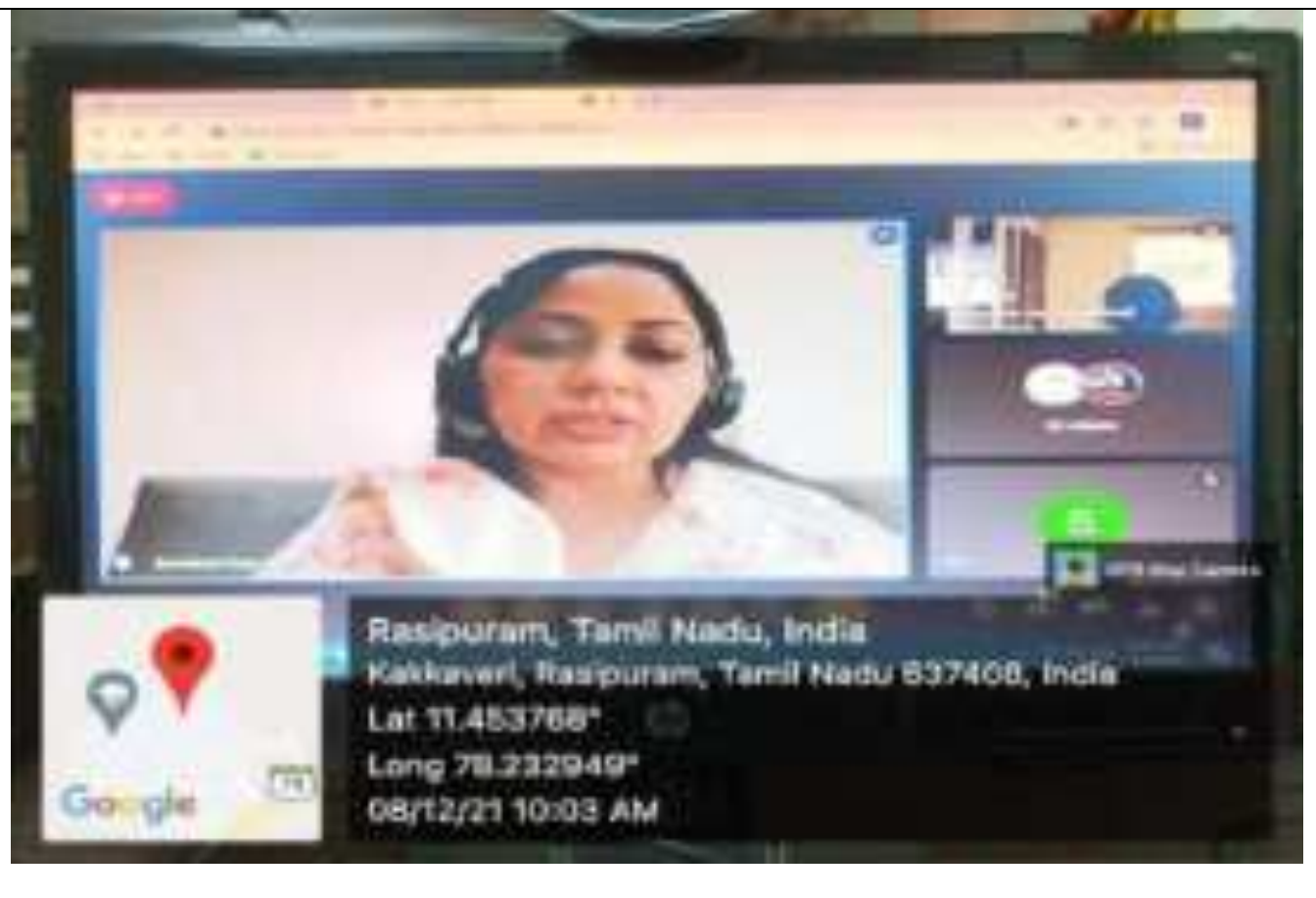
Venue : B-Block Conference Hall



Rasipuram, Tamil Nadu, India
 Kakkaveri, Rasipuram, Tamil Nadu 637408, India
 Lat 11.463758°
 Long 78.232943°
 08/12/21 09:45 AM









		03	Applied Microbiology						
4	RAKESH V	20PMB011	II M.Sc., Applied Microbiology	Good	Good	Good	Good	Satisfactory	Good
5	TAMILSELVAN.V	20PMB017	II M.Sc., Applied Microbiology	Excellent	Good	Good	Good	Good	Good
6	S. SHANKAR	20PMB012	II M.Sc., Applied Microbiology	Good	Good	Good	Good	Good	Good
7	MADHUMITHRA .S	20PMB008	II M.Sc., Applied Microbiology	Good	Good	Good	Good	Good	Good
8	KAVIYA.M	19UMB020	III B.Sc., Microbiology	Excellent	Excellent	Good	Good	Good	Good
9	DURGADEVI P	19UMB009	III B.Sc., Microbiology	Good	Good	Good	Good	Excellent	Good
10	V GAYATHRI	29UMB012	III B.Sc., Microbiology	Good	Good	Good	Good	Satisfactory	Satisfactory
11	DIYA SUBHANI. J	19UMB008	III B.Sc., Microbiology	Good	Good	Excellent	Excellent	Excellent	Excellent
12	PAVITHRA V	19UMB031	III B.Sc., Microbiology	Excellent	Excellent	Good	Good	Good	Excellent
13	DEVAPRIYA P	21UMB007	I B.Sc., Microbiology	Good	Satisfactory	Satisfactory	Satisfactory	Good	Good
14	A.Ashika rufiya	19umb048	III B.Sc., Microbiology	Good	Satisfactory	Satisfactory	Satisfactory	Good	Satisfactory
15	SELLADURAI. K	21UMB043	I B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
16	SOWMIYA M V	20UMB074	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
17	KARTHIKEYAN J	20UMB026	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
18	MEGANATHAN A	20UMB070	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
19	KIRUTHIGA C	19UMB021	III B.Sc., Microbiology	Good	Good	Excellent	Excellent	Good	Good
20	Thirukumaran A	21UMB055	I B.Sc., Microbiology	Good	Excellent	Excellent	Good	Excellent	Excellent
21	RUBAN K	21UMB037	I B.Sc., Microbiology	Excellent	Good	Good	Excellent	Excellent	Excellent
22	SIVARANJANI S	21UMB046	I B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
23	JOTHIMURUGAN B	20UMB023	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
24	PREETHI	21UMB031	I B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
25	SUNMATHI	21UMB0	I B.Sc.,	Satisfactory	Excellent	Good	Excellent	Good	Satisfactory

		51	Microbiology	y					
26	VIGNESHWARA N	21UMB056	I B.Sc., Microbiology	Satisfactory	Excellent	Satisfactory	Excellent	Excellent	Excellent
27	DEEPIKA V	19UMB004	III B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
28	B. PRASANTH	21UMB029	I B.Sc., Microbiology	Good	Good	Good	Excellent	Good	Excellent
29	A SARAVANAN	21UMB041	I B.Sc., Microbiology	Excellent	Excellent	Good	Excellent	Excellent	Good
30	SATHISH .S	21UMB042	I B.Sc., Microbiology	Excellent	Excellent	Excellent	Good	Excellent	Excellent
31	YUGAPRIYA.C	20UMB079	II B.Sc., Microbiology	Good	Excellent	Satisfactory	Excellent	Good	Good
32	NAVEENA.M	20UMB036	II B.Sc., Microbiology	Excellent	Excellent	Good	Excellent	Satisfactory	Excellent
33	RANJITH P	20UMB045	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
34	KARTHIKEYAN K M	20UMB027	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
35	SHAMNATH.M	21UMB044	I B.Sc., Microbiology	Good	Good	Satisfactory	Excellent	Good	Good
36	MANIKANDAN N	21UM023	I B.Sc., Microbiology	Excellent	Good	Good	Good	Good	Good
37	MOHANA SUNDHARAM.P	20UMB033	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
38	RAGUL A	20UMB044	II B.Sc., Microbiology	Satisfactory	Good	Good	Satisfactory	Excellent	Satisfactory
39	KARTHIKA R	19UMB017	III B.Sc., Microbiology	Excellent	Good	Excellent	Excellent	Excellent	Satisfactory
40	PRASHANTH RAJ D	20UMB039	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
41	K ANBARASU	21UMB062	I B.Sc., Microbiology	Good	Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory
42	S.KISHORE	21UMB053	I B.Sc., Microbiology	Excellent	Good	Excellent	Good	Excellent	Good
43	SHAKTHEEPRIYA A K	19UMB038	III B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
44	KALAIKUMAR K	20UMB081	I B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
45	RATHISHKUMAR D	20UMB046	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
46	PRAVEEN KUMAR K	20UMB075	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
47	BHARANIDHARA N B	21UMB003	I B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
48	SANTHOSHKUMAR M	20UMB052	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
49	KRISHNAKANTH	21UMB0	I B.Sc.,	Excellent	Excellent	Good	Good	Excellent	Good

	A S	21	Microbiology					t	
50	DINESHBABU K	20UMB005	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
51	M.akABILAN	21UMB018	I B.Sc., Microbiology	Good	Satisfactory	Good	Excellent	Good	Satisfactory
52	THENMOZHI M	19UMB043	III B.Sc., Microbiology	Good	Good	Satisfactory	Good	Good	Good
53	NIJA.A	19UMB029	III B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
54	DHANUSHKUMAR P	20UMB004	II B.Sc., Microbiology	Excellent	Excellent	Good	Excellent	Good	Excellent
55	GUNA K	20UMB016	II B.Sc., Microbiology	Good	Good	Excellent	Good	Good	Good
56	ELANGO VAN A	20UMB010	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
57	SANTHIYA A	20UMB051	II B.Sc., Microbiology	Excellent	Excellent	Good	Excellent	Excellent	Excellent
58	GOKULRAJ L	20UMB012	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
59	SIVAPRIYA.A	20UMB055	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
60	SUGAVANESHWAR I G	20UMB058	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
61	HARISHINI.S	21UMB014	I B.Sc., Microbiology	Excellent	Good	Good	Good	Excellent	Good
62	VISHVASABARI S	20UMB064	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
63	KANISHKA.S	20UMB024	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
64	SAMPATHRAJ .A	20UMB050	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
65	JEYAPRAKASH M	20UMB022	II B.Sc., Microbiology	Excellent	Good	Good	Excellent	Excellent	Excellent
66	K.PUGAZEESWAR I	21UMB034	I B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
67	R.DEEPIKA	21UMB006	I B.Sc., Microbiology	Excellent	Good	Good	Good	Excellent	Good
68	PREMRAJASANDHAR M	20UMB041	II B.Sc., Microbiology	Excellent	Good	Good	Excellent	Satisfactory	Good
69	KOWSIK. A	21UMB020	I B.Sc., Microbiology	Excellent	Excellent	Excellent	Good	Satisfactory	Excellent
70	S.NANDHINI	21UMB026	I B.Sc., Microbiology	Excellent	Good	Excellent	Good	Good	Good
71	PRIYANKA M	20UMB078	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
72	GOWSALYA.V	20UMB014	II B.Sc., Microbiology	Good	Good	Good	Excellent	Good	Good
73	KANIMOZHI.K	19UMB015	III B.Sc., Microbiology	Good	Good	Good	Good	Good	Good

74	NITHEESHWARI. S	20UMB037	II B.Sc., Microbiology	Excellent	Good	Good	Good	Good	Good
75	Pappiyas	21UMB060	I B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
76	SHOBIYA S	21PMB013	I M.Sc., Applied Microbiology	Good	Good	Good	Good	Good	Good
77	MADHUMITHA E	21UMB022	I B.Sc., Microbiology	Excellent	Good	Excellent	Good	Excellent	Good
78	MANIKANDAN N	21PMB009	II M.Sc., Applied Microbiology	Good	Good	Good	Good	Good	Good
79	M.SURYAPRAKASH	21UMB052	I B.Sc., Microbiology	Good	Good	Excellent	Good	Excellent	Good
80	MURUGESAN.T	19UMB026	III B.Sc., Microbiology	Good	Good	Excellent	Good	Satisfactory	Good
81	SUSMITHA S	21PMB016	I M.Sc., Applied Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
82	DIVAKAR B	20UMB007	II B.Sc., Microbiology	Good	Good	Satisfactory	Good	Good	Good
83	KARTHIC RAJA D	20UMB077	II B.Sc., Microbiology	Good	Satisfactory	Good	Excellent	Good	Good
84	JANANI R	21PMB005	I M.Sc., Applied Microbiology	Good	Good	Good	Good	Good	Good
85	Nandha Kumar S	21PMB010	I M.Sc., Applied Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
86	SUDHAKAR.S	21UMB049	I B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Good	Good
87	RADHI PRIYA P	20UMB043	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
88	ELAKKIYA V	20UMB009	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
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90	KALAISELVI S	20UMB080	II B.Sc., Microbiology	Excellent	Good	Good	Good	Good	Satisfactory
91	YAZHINI. S	20UMB065	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
92	PRIYANKA. J	21UMB032	I B.Sc., Microbiology	Good	Satisfactory	Satisfactory	Satisfactory	Satisfactory	Good
93	SWETHA E	20UMB060	II B.Sc., Microbiology	Excellent	Good	Good	Excellent	Satisfactory	Good
94	DHARANIBABU P	21UMB008	I B.Sc., Microbiology	Good	Excellent	Excellent	Excellent	Excellent	Excellent
95	ANUSHAYA S	20UMB073	II B.Sc., Microbiology	Excellent	Excellent	Good	Good	Excellent	Good

96	GOWTHAM S	21UMB013	I B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
97	VINOTH KUMAR J	20UMB063	II B.Sc., Microbiology	Good	Excellent	Excellent	Good	Satisfactory	Good
98	S.p.govarthini	21UMB061	I B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
99	HALIMA SADHIYA	20UMB051	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
100	DEVAGI SHREE R.M	19UMB005	III B.Sc., Microbiology	Satisfactory	Satisfactory	Satisfactory	Good	Good	Satisfactory
101	KIRUTHIKA. P	20UMB028	II B.Sc., Microbiology	Good	Good	Good	Excellent	Good	Good
102	Ashma s	19umb002	III B.Sc., Microbiology	Good	Excellent	Good	Excellent	Good	Good
103	JEEVITHA A	20UMB021	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
104	JANANI S	20UMB019	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
105	GOPIKA M	20UMB013	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
106	SOWNDHARYA. S	20UMB056	II B.Sc., Microbiology	Excellent	Good	Good	Excellent	Excellent	Good
107	TAMILSELVAN G	21PMB017	I M.Sc., Applied Microbiology	Excellent	Good	Excellent	Good	Good	Good
108	P. PRIYANKA	21UMB033	I B.Sc., Microbiology	Good	Excellent	Good	Excellent	Good	Excellent
109	SUDHA.P	21UMB048	I B.Sc., Microbiology	Satisfactory	Good	Satisfactory	Satisfactory	Satisfactory	Good
110	MALARVIZHI G	20UMB032	II B.Sc., Microbiology	Good	Excellent	Good	Good	Excellent	Excellent
111	JAYAPRAKASH P	20UMB020	II B.Sc., Microbiology	Excellent	Excellent	Satisfactory	Excellent	Good	Excellent
112	CHANDRU.D	21UMB005	I B.Sc., Microbiology	Satisfactory	Excellent	Good	Satisfactory	Excellent	Satisfactory
113	JAGADEESH T	20UMB018	II B.Sc., Microbiology	Excellent	Good	Good	Good	Good	Good
114	YAZHINI. M	21UMB057	I B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
115	RITHIKA.S.R.	20UMB048	II B.Sc., Microbiology	Excellent	Excellent	Good	Excellent	Excellent	Good
116	THILAGAVATHI S	20UMB062	II B.Sc., Microbiology	Excellent	Good	Satisfactory	Good	Excellent	Good
117	INDHUJA.D	21UMB015	I B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
118	THAMARAI DHAYALAN N	20UMB061	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Excellent
119	DIVYA. N	20UMB008	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good

120	KARTHIKA DEVI K	19UMB016	III B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
121	SASIKALA P	20UMB054	II B.Sc., Microbiology	Excellent	Excellent	Good	Good	Good	Good
122	DHIVEHA A	19UMB007	III B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Good
123	BHUVANESHWARI S	21UMB004	I B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
124	GOKUL T	20UMB011	II B.Sc., Microbiology	Excellent	Excellent	Good	Good	Good	Good
125	VIJAY K	20UMB066	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
126	Muthukumar. D	19umb027	III B.Sc., Microbiology	Good	Good	Good	Satisfactory	Satisfactory	Good
127	PRIYA .S	19UMB035	III B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
128	GOWSHIKA M	21UMB012	II B.Sc., Microbiology	Good	Good	Good	Satisfactory	Good	Satisfactory
129	ROHINI PRIYA S	20UMB049	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
130	D . Girija devi	21UMB065	I B.Sc., Microbiology	Excellent	Good	Good	Satisfactory	Good	Excellent
131	MAHALAKSHMI. G	20UMB031	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
132	SRINIVASAN.V	19UMB041	III B.Sc., Microbiology	Good	Good	Good	Good	Good	Excellent
133	GOKULASELVAN G	20UMB072	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
134	RETHEEKHAAS	19UMB037	III B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
135	KARTHIK S	20UMB025	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
136	MADHUMITHAV	20UMB030	II B.Sc., Microbiology	Good	Good	Satisfactory	Good	Good	Excellent
137	Arunachalam Senthil Arthanari	21UMB068	I B.Sc., Microbiology	Excellent	Good	Excellent	Satisfactory	Good	Excellent
138	MUMTHAPRIYA S J	20UMB034	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
139	A.PRASANTH	21UMB028	I B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
140	SURESH. V	21PMB015	I M.Sc., Applied Microbiology	Good	Good	Good	Good	Good	Good
141	M. GOKULA PRIYA	21pmb004	I M.Sc., Applied Microbiology	Excellent	Excellent	Good	Excellent	Good	Good
142	T.KESAVAMOORTHY	21PMB007	I M.Sc., Applied	Excellent	Good	Good	Excellent	Excellent	Good

			Microbiology						
143	SANMUGAPRIYAM	21UMB058	I B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
144	ANJALI P	21UMB001	I B.Sc., Microbiology	Excellent	Good	Good	Good	Excellent	Good
145	D. Sri lakshmi	21UMB067	I B.Sc., Microbiology	Good	Good	Satisfactory	Excellent	Good	Good
146	KIRUTHIGA.K	19UMB050	III B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
147	DEEPA S	20UMB002	II B.Sc., Microbiology	Excellent	Excellent	Good	Satisfactory	Excellent	Good
148	D.AARTHI	21PMB001	I M.Sc., Applied Microbiology	Good	Good	Satisfactory	Good	Good	Good
149	MYTHILI S	20UMB035	II B.Sc., Microbiology	Excellent	Good	Satisfactory	Satisfactory	Excellent	Good
150	DEV PRASATH S R	20UMB003	II B.Sc., Microbiology	Good	Good	Excellent	Excellent	Good	Satisfactory
151	NIVETHA BALAS	20UMB038	II B.Sc., Microbiology	Good	Good	Good	Excellent	Good	Good
152	ARISH D	20UMB001	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
153	KARTHEESVARANS	20UMB076	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent

MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE, RASIPURAM

GUEST LECTURE PROGRAMME (LIVE WEBINAR)

**‘EMERGING OF AN BIOENTREPRENEUR
THROUGH AGRICULTURAL MICROBIOLOGY’**

**ORGANIZED BY
DEPARTMENT OF MICROBIOLOGY**

DATE: 16.11.2021

Time: 10.00 am

Venue : ‘B’ Block Conference Hall & Google meet (Webinar Link meet.google.com/xwr-ksqe-whv)

Chief guest :

Dr.D.MUBARAK ALI

ASSISTANT PROFESSOR

SCHOOL OF LIFESCIENCES

**B.S.ABDUR RAHMAN CRESCENT INSTITUTE OF SCIENCE &
TECHNOLOGY**

CHENNAI, TAMILNADU

OBJECTIVE:

- To provide informative and engaging series of lectures for students linked with subject content
- To promote the study of subjects at Higher Education level
- To highlight the world-class learning and research

- To provide relevant information on Higher Education to prospective students to enable an informed choice

INVITATION:

The poster is for a webinar organized by the Department of Microbiology at Muthayammal College of Arts & Science. It features the college's logo and name at the top left, along with accreditation details. The central text announces a 'LIVE WEBINAR on Emerging Bio-Entrepreneur through Agricultural Microbiology' to be held on Google Meet. The chief guest is Dr. D. Mubarak Ali, an Assistant Professor at B.S. Abdur Rahman Crescent Institute of Science & Technology. The event is scheduled for November 16, 2021, at 10:00 AM. The bottom of the poster includes social media handles and the website www.viretrogroup.in.

MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE
AN AUTONOMOUS INSTITUTION
KADIPURAI, HANAMKRAL DI - 607 406, TAMIL NADU, INDIA

An Autonomous College – Affiliated to Panna University, Salem
Accredited by NAAC with 'A' Grade
Recognized by UGC under Section 2(F) & 12(B)
Recognized by STAR College Scheme – (2017-2018-2021)

Department of Microbiology
Organizes
LIVE WEBINAR on
Google Meet

Emerging Bio-Entrepreneur through Agricultural Microbiology

Chief Guest
Dr. D.Mubarak Ali
Assistant Professor
School of Life sciences
B.S.Abdur Rahman Crescent
Institute of Science & Technology
Chennai, Tamilnadu

16th NOV 2021
10.00 AM

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www.viretrogroup.in

TOPIC DEALT WITH:

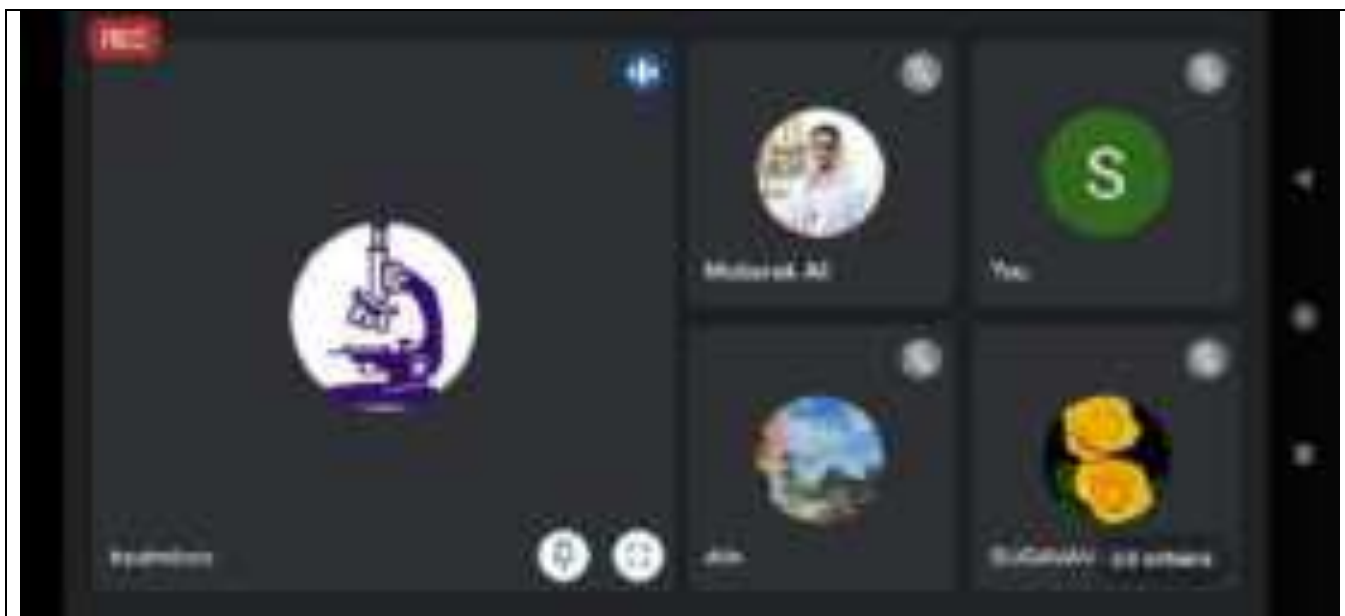
Lecture Topic : **“EMERGING OF AN BIOENTREPRENEUR**

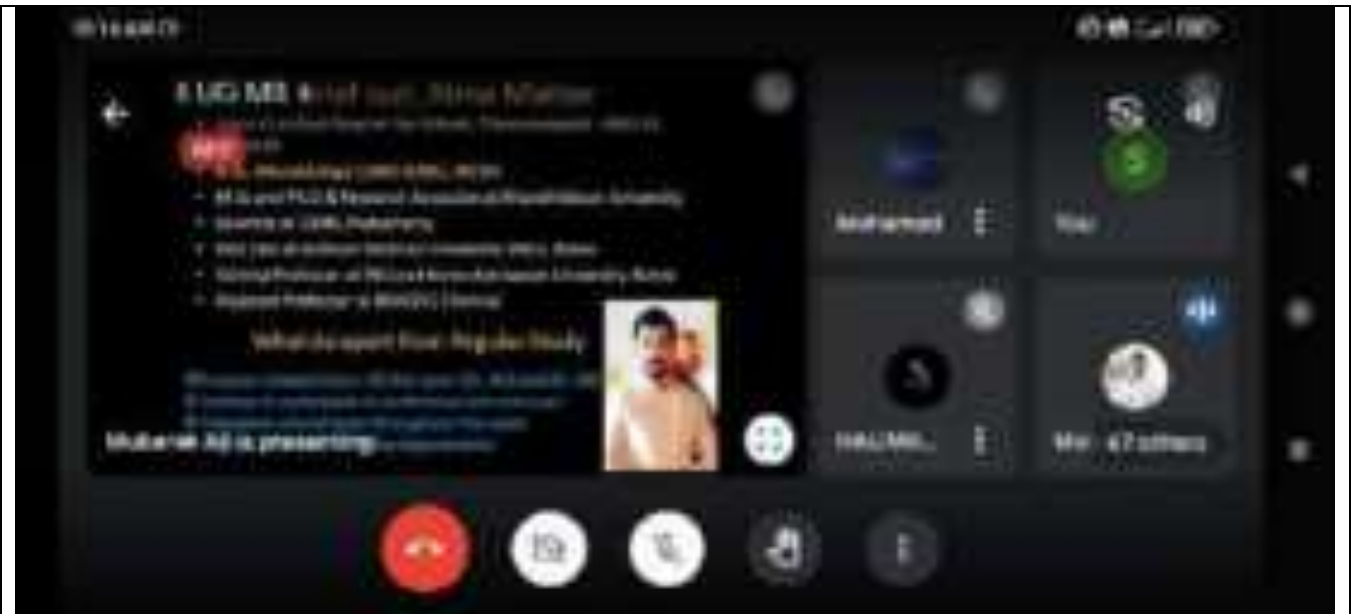
THROUGH AGRICULTURAL MICROBIOLOGY”

- The agricultural biotechnology sector shares a common scientific foundation with the therapeutic biotechnology sector, including similar characteristics of a lengthy time to market for emerging products.
- But the challenges, goals, and opportunities for agricultural applications of biotechnology provide a very different context for innovation and entrepreneurs.
- Innovation means something novel, which can be a process or a way of doing something novel.
- Biotechnology entrepreneurship is summing all integrated activities that can create, develop, and finally, commercialize a biotechnology product.
- These sectors offer new business opportunities that, like agricultural biotechnology trait creation, enable entrepreneurs to think about creating disruptive businesses, not just disruptive technologies for today's business models.
- Microalgae are a kind of widespread photosynthetic organisms including eukaryotic green algae and prokaryotic blue algae.
- They have great potential to be used as biological resources in the fields of medicine, health products, feed, fuel and so on.
- These fascinating organisms can also be used in modern agriculture for their ability to enrich soil nutrients and enhance utilization of macro and micronutrients.
- In addition to improving soil fertility and quality, microalgae can also produce plant growth hormones, polysaccharides, antimicrobial compounds and other metabolites to promote plant growth.
- Fertilizers play a key role in yield of agriculture crops and their market value. Hence, large scale production of low cost, eco-friendly and broad spectrum fertilizers are mandatory.

- The marine microalgal treatment increased growth performance at the early stage of growth and improved yield characteristics, in addition to increased seed germination.

PHOTOGRAPHS:

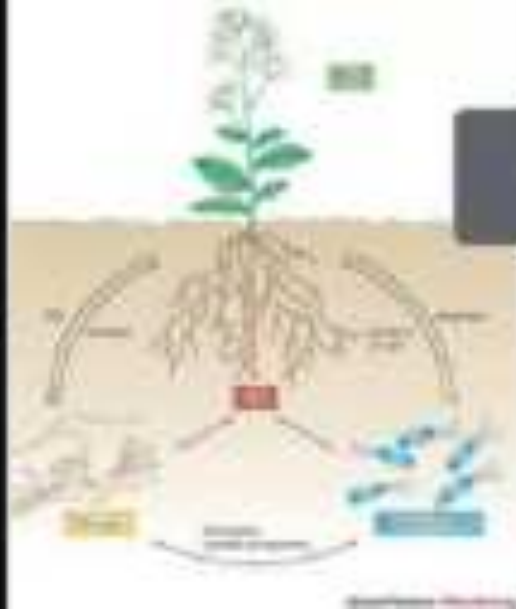




TBC

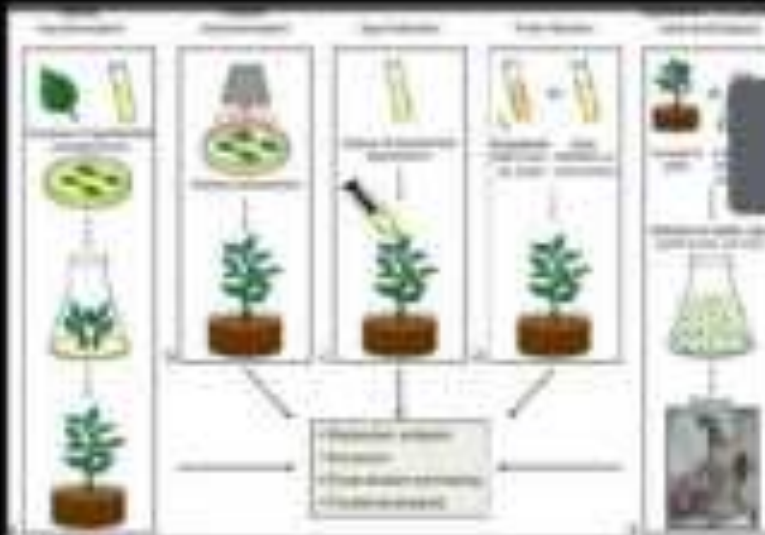
- Agricultural microbiology is a branch of microbiology dealing with plant-associated microbes and plant and animal health benefits and diseases

Mubarak Ali is presenting

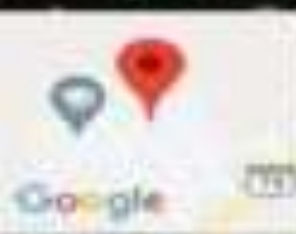


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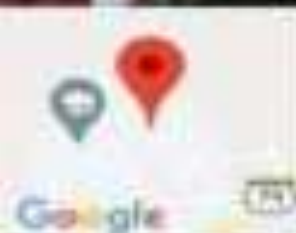


Mubarak Ali is presenting



Rasipuram, Tamil Nadu, India

PG3M+638, Vengayapalayam, Rasipuram, Tamil Nadu 637406, India
Lat 11.483706°
Long 78.232883°
16/11/21 10:28 AM



Rasipuram, Tamil Nadu, India

PG3M+638, Vengayapalayam, Rasipuram, Tamil Nadu 637406, India
Lat 11.48371°
Long 78.232883°
16/11/21 10:18 AM



9:44 AM 100% 100%

About this call

People Information

	Pritynka M B.Sc., Microbi...		
	SADHVIYA P B.Sc., Micr...		
	SACUL A B.Sc., Microbiol...		
	SAVESH KUMAR D B.Sc., ...		
	RITHIKA S B B.Sc., Microbi...		
	ROHINIYTA S B.Sc., Micr...		
	SAMVITHRA J A B.Sc., Micr...		
	SANTHYA A B.Sc., Microbi...		
	SANTHOSH KUMAR M B.Sc...		
	SASKALA P B.Sc., Microbi...		
	SANPRIYA A B.Sc., Microb...		
	SOVMIYA M V B.Sc., Micro...		
	SOVICHAMYA S B...		
	SUGAVANESHWAR		

100% 100%

9:44 AM 100% 100%

About this call

People Information

	HALIMA SACHINAB B.Sc...		
	Isakmlat:rudhayeramal		
	JAGADEESH T B.Sc., Micr...		
	JANANI S B.Sc., Microbiol...		
	JAYPRAKASH P B.Sc., M...		
	JESVITHA A B.Sc., Microbi...		
	JAYAPRAKASH M B.Sc., M...		
	JOTHMUSUDAN B B.Sc...		
	Kaakumar E B.Sc Microbi...		
	Kaakshvi S B.Sc Microbiol...		
	KANISHA S B.Sc., Micro...		
	KARTHIKEYAN S B.Sc., ...		
	Karthic Raja D B.Sc...		
	KARTHIKEYAN K M		

100% 100%



FEEDBACK:

Students of departments have attended the Guest lecture programme. They were eager and willing to acquire the knowledge in future

(i) Number of Staff Participants : 07 Nos

(ii) Number of Students Participants : 160 Nos

		074	Microbiology	nt	nt	ent	ent	ent	ent
23	SWETHA E	20UMB 060	II B.Sc., Microbiology	Good	Excellent	Good	Good	Excellent	Good
24	NAVEENA.M	20UMB 036	II B.Sc., Microbiology	Excellent	Good	Excellent	Excellent	Excellent	Satisfactory
25	SASIKALA P	20UMB 054	II B.Sc., Microbiology	Excellent	Excellent	Good	Excellent	Good	Excellent
26	GOWSALYA.V	20UMB 014	II B.Sc., Microbiology	Good	Good	Good	Excellent	Good	Good
27	THILAGAVATHI S	20UMB 062	II B.Sc., Microbiology	Excellent	Satisfactory	Satisfactory	Good	Excellent	Excellent
28	SUGAVANESHW ARI G	20UMB 058	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
29	RANJITH P	20UMB 045	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Good	Good	Excellent
30	RATHISHKUMAR D	20UMB 046	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
31	ANUSHAYA S	20UMB 073	II B.Sc., Microbiology	Excellent	Excellent	Good	Excellent	Good	Good
32	MEGANATHAN A	20UMB 070	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
33	ELANGOVA N A	20UMB 010	II B.Sc., Microbiology	Excellent	Excellent	Good	Good	Excellent	Excellent
34	SANTHOSHKUM AR M	20UMB 052	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
35	YUGAPRIYA.C	20UMB 079	II B.Sc., Microbiology	Excellent	Good	Excellent	Good	Excellent	Good
36	JOTHIMURUGAN B	20UMB 023	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
37	ELAKKIYA V	20UMB 009	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
38	SOWNDHARYA. S	20UMB 056	II B.Sc., Microbiology	Excellent	Good	Good	Excellent	Excellent	Excellent
39	HALIMA SADHIYA.B	20UMB 017	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
40	JEYAPRAKASH M	20UMB 022	II B.Sc., Microbiology	Excellent	Good	Excellent	Good	Excellent	Excellent
41	KARTHIC RAJA D	20UMB 077	II B.Sc., Microbiology	Good	Good	Good	Excellent	Good	Good
42	THAMARAI DHAYALAN N	20UMB 061	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
43	VISHVASABARI S	20UMB 064	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
44	JAGADEEDH T	20UMB 018	II B.Sc., Microbiology	Excellent	Excellent	Good	Good	Excellent	Excellent
45	KARTHIKEYAN K M	20UMB 027	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
46	MOHANA SUNDHARAM.P	20UMB 033	II B.Sc., Microbiology	Excellent	Good	Good	Good	Good	Satisfactory
47	KIRUTHIKA. P	20UMB 028	II B.Sc., Microbiology	Good	Excellent	Good	Excellent	Good	Excellent

48	KANISHKA.S	20UMB024	II B.Sc., Microbiology	Excellent	Good	Good	Satisfactory	Good	Excellent
49	GOKULASELVAN G	20UMB072	II B.Sc., Microbiology	Good	Good	Good	Good	Satisfactory	Excellent
50	SIVAPRIYA.A	20UMB055	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
51	KALAIKUMAR K	20UMB081	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
52	VIJAY K	20UMB066	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
53	GOPIKA M	20UMB013	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
54	PRIYANKA M	20UMB078	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
55	MUMTHAPRIYAS J	20UMB034	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
56	KARTHIKEYAN J	20UMB026	II B.Sc., Microbiology	Good	Good	Good	Good	Good	Excellent
57	VINOTH KUMAR J	20UMB063	II B.Sc., Microbiology	Good	Excellent	Satisfactory	Good	Excellent	Good
58	JEYAPRAKASH.S R	20PMB007	II M.Sc., Applied Microbiology	Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory
59	ELAKKIYA.N	20PMB003	II M.Sc., Applied Microbiology	Satisfactory	Satisfactory	Satisfactory	Good	Good	Good
60	NIVETHA BALAS	20UMB038	II B.Sc., Microbiology	Excellent	Good	Good	Excellent	Good	Excellent
61	SIVARANJANI S	20PMB014	II M.Sc., Applied Microbiology	Good	Good	Satisfactory	Satisfactory	Good	Satisfactory
62	NIVETHA.S	20PMB009	II M.Sc., Applied Microbiology	Good	Good	Good	Good	Good	Good
63	JANANI SRI M	20PMB006	II M.Sc., Applied Microbiology	Excellent	Good	Excellent	Excellent	Good	Good
64	GOKUL T	20UMB011	II B.Sc., Microbiology	Excellent	Excellent	Good	Excellent	Excellent	Good
65	ELAKKIYA.S.A	20PMB004	II M.Sc., Applied Microbiology	Good	Good	Satisfactory	Good	Good	Good
66	PRAVEEN KUMAR K	20UMB075	II B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
67	Annapoorani I	20PMB001	II M.Sc., Applied Microbiology	Good	Good	Satisfactory	Good	Good	Good
68	RAGUL A	20UMB044	II B.Sc., Microbiology	Good	Good	Satisfactory	Satisfactory	Satisfactory	Satisfactory
69	BHARATHIRAJA C	20PMB021	II M.Sc., Applied Microbiology	Excellent	Good	Good	Excellent	Good	Good

70	GUNA K	20UMB016	II B.Sc., Microbiology	Good	Satisfactory	Excellent	Good	Excellent	Good
71	DEV PRASATH S R	20UMB003	II B.Sc., Microbiology	Excellent	Satisfactory	Satisfactory	Satisfactory	Good	Excellent
72	MADHUMITHRA. S	20PMB008	II M.Sc., Applied Microbiology	Good	Good	Good	Good	Good	Good
73	RAKESH V WE	20PMB011	II M.Sc., Applied Microbiology	Good	Satisfactory	Good	Good	Good	Good
74	KARTHIKA DEVI K	19UMB016	III B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
75	KAVIYA.M	19UMB020	III B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
76	DEEPIKA V	19UMB004	III B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
77	Pacit	PAVIT HRA V	III B.Sc., Microbiology	Excellent	Good	Good	Excellent	Excellent	Excellent
78	Arun Kumar R	21PMB002	I M.Sc., Applied Microbiology	Good	Excellent	Satisfactory	Good	Excellent	Good
79	NAVEEN.K	21PMB011	I M.Sc., Applied Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
80	Nandha kumar s	21pmb010	I M.Sc., Applied Microbiology	Good	Good	Good	Satisfactory	Good	Good
81	ELAYARAJA G	21PMB003	I M.Sc., Applied Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
82	T.KESAVAMOOR THY	21PMB007	I M.Sc., Applied Microbiology	Excellent	Good	Good	Good	Excellent	Excellent
83	VIGNESHWARA N G	20PMB019	II M.Sc., Applied Microbiology	Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory	Satisfactory
84	SIVARAJA S	20PMB013	II M.Sc., Applied Microbiology	Good	Good	Good	Good	Satisfactory	Good
85	VIJAYAVALLAR ASU S	20PMB020	II M.Sc., Applied Microbiology	Good	Good	Good	Excellent	Good	Good
86	RUBAN K	21UMB037	I B.Sc., Microbiology	Excellent	Excellent	Excellent	Good	Excellent	Good
87	MANIKANDAN N	21umb023	I B.Sc., Microbiology	Excellent	Good	Excellent	Satisfactory	Good	Good
88	GOWSHIKA M	21umb012	I B.Sc., Microbiology	Excellent	Good	Excellent	Good	Satisfactory	Excellent
89	MONISH. V	19UMB049	III B.Sc., Microbiology	Good	Excellent	Excellent	Good	Good	Excellent
90	M.SANDHIYA	21umb038	I B.Sc., Microbiology	Good	Good	Satisfactory	Satisfactory	Satisfactory	Good

91	á'ÊœÉªÊÉá'œá'á' œá'Êá'ÊÉá'ÊÉ' á'€	21á'œá' ÊÉ™055	I B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
92	S.Kishore	21UMB 059	I B.Sc., Microbiology	Excell ent	Good	Good	Excell ent	Excell ent	Good
93	GOWTHAM S	21umb0 13	I B.Sc., Microbiology	Good	Satisf actory	Satisf actory	Satisf actory	Satisf actory	Good
94	P.PRIYANKA	21UMB 033	I B.Sc., Microbiology	Good	Excell ent	Good	Good	Good	Good
95	M.S.PRAVEEN KUMAR	21uMB0 30	I B.Sc., Microbiology	Excell ent	Good	Satisf actory	Excell ent	Good	Satisf actory
96	Suryaprakash.m	21umb0 52	I B.Sc., Microbiology	Good	Excell ent	Good	Excell ent	Good	Excell ent
97	SURESH. V	21PMB0 15	I M.Sc., Applied Microbiology	Good	Good	Good	Good	Good	Good
98	DEVAPRIYA P	21UMB 007	I B.Sc., Microbiology	Excell ent	Satisf actory	Good	Good	Satisf actory	Good
99	SANMUGAPRIYA M	21umb0 58	I B.Sc., Microbiology	Good	Good	Good	Satisf actory	Excell ent	Excell ent
100	A saravanan	21umb0 41	I B.Sc., Microbiology	Excell ent	Good	Satisf actory	Excell ent	Good	Satisf actory
101	SHAKTHEEPRIY AA K	19UMB 038	III B.Sc., Microbiology	Good	Good	Good	Excell ent	Excell ent	Good
102	PRASANTH. B	21umb0 29	I B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
103	SATHISH.S	21umbo 42	I B.Sc., Microbiology	Satisf actory	Good	Good	Good	Good	Excell ent
104	PRIYA .S	19UMB 035	III B.Sc., Microbiology	Excell ent	Excell ent	Excell ent	Excell ent	Excell ent	Excell ent
105	Chandru. D	21umb0 05	I B.Sc., Microbiology	Excell ent	Satisf actory	Excell ent	Satisf actory	Excell ent	Excell ent
106	SHOBIYA S	21UMB 013	I M.Sc., Applied Microbiology	Good	Good	Good	Good	Good	Good
107	K Anbarasu	21umb0 62	I B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
108	Arokiaraj.p	21Umb0 02	I B.Sc., Microbiology	Good	Excell ent	Satisf actory	Excell ent	Good	Excell ent
109	SUNMATHI	21umb0 51	I B.Sc., Microbiology	Good	Excell ent	Good	Satisf actory	Good	Good
110	Kowsik. A	21UMB O20	I B.Sc., Microbiology	Excell ent	Excell ent	Good	Good	Excell ent	Excell ent
111	THENMOZHI M	19UMB 043	III B.Sc., Microbiology	Good	Satisf actory	Good	Good	Good	Satisf actory
112	BHARANIDHAR AN B	21umb0 03	I B.Sc., Microbiology	Good	Good	Good	Good	Excell ent	Excell ent
113	TAMILARASI P	21UMB 053	I B.Sc., Microbiology	Excell ent	Excell ent	Excell ent	Excell ent	Excell ent	Excell ent
114	SELLADURAI. K	21umb0 43	I B.Sc., Microbiology	Good	Good	Excell ent	Excell ent	Satisf actory	Satisf actory
115	J.ROSELIN JOY	21umb0	I B.Sc.,	Good	Good	Good	Good	Good	Good

		36	Microbiology						
116	M.SHARMILA	21UMB045	I B.Sc., Microbiology	Good	Excellent	Good	Satisfactory	Good	Excellent
117	KRISHNAKANTH A S	21UMB021	I B.Sc., Microbiology	Excellent	Excellent	Good	Good	Good	Good
118	S.suji	21umb050	I B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
119	PERUMAL R	19UMB032	III B.Sc., Microbiology	Good	Excellent	Excellent	Good	Excellent	Excellent
120	DHARANIBABU P	21UMB008	I B.Sc., Microbiology	Good	Good	Excellent	Satisfactory	Satisfactory	Good
121	HARISHINI	S	I B.Sc., Microbiology	Good	Good	Good	Excellent	Excellent	Excellent
122	SUDHAKAR.S	21umb049	I B.Sc., Microbiology	Excellent	Good	Good	Excellent	Excellent	Excellent
123	NIJA A	19UMB029	III B.Sc., Microbiology	Good	Excellent	Good	Excellent	Good	Excellent
124	SHAMNATH .M	21umb044	I B.Sc., Microbiology	Excellent	Satisfactory	Excellent	Good	Good	Good
125	SRIRAM M	21pmb014	I M.Sc., Applied Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
126	JANANI R	21PMB005	I M.Sc., Applied Microbiology	Good	Good	Good	Good	Good	Good
127	MANIKANDAN N	21PMB09	I M.Sc., Applied Microbiology	Good	Good	Good	Good	Good	Good
128	KAVIYASRI V	21UMB019	I B.Sc., Microbiology	Excellent	Good	Good	Excellent	Excellent	Good
129	BHUVANESHWARI S	21UMB004	I B.Sc., Microbiology	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
130	PRIYANKA. J	21UMB032	I B.Sc., Microbiology	Satisfactory	Good	Satisfactory	Excellent	Good	Satisfactory
131	TAMILSELVAN G	21PMB017	I M.Sc., Applied Microbiology	Good	Excellent	Excellent	Good	Good	Excellent
132	PREETHI.K	21umb031	I B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
133	D.Indhuja	21umb015	I B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
134	GAYATHRI V	19UMB012	III B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
135	Rajammal. M	21UMB035	I B.Sc., Microbiology	Excellent	Satisfactory	Good	Satisfactory	Good	Excellent
136	JOTHIGA	21umb017	I B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
137	Madhumitha E	21umb022	I B.Sc., Microbiology	Excellent	Excellent	Good	Satisfactory	Good	Excellent
138	K.PUGAZEESWARI	21umb034	I B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
139	DIYA SUBHANI. J	19UMB	III B.Sc.,	Good	Good	Good	Good	Good	Good

		008	Microbiology						
140	M. NITHYA	21umb027	I B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
141	Prasanth.A	21umb028	I B.Sc., Microbiology	Excellent	Excellent	Good	Excellent	Excellent	Excellent
142	Monisha p	21UMB024	I B.Sc., Microbiology	Good	Excellent	Good	Good	Excellent	Good
143	DIVYA.S.R	21umb010	I B.Sc., Microbiology	Excellent	Good	Good	Excellent	Excellent	Excellent
144	S. Parimala	21pmb012	I M.Sc., Applied Microbiology	Good	Good	Good	Good	Good	Good
145	S.JEEVITHA	21umb016	I B.Sc., Microbiology	Good	Excellent	Good	Satisfactory	Good	Good
146	ANJALI P	21umb001	I B.Sc., Microbiology	Good	Excellent	Satisfactory	Excellent	Good	Good
147	D. Aarthi	21PMB001	I M.Sc., Applied Microbiology	Good	Good	Good	Good	Good	Satisfactory
148	YAZHINI. M	21UMB057	I B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
149	P.Nandhini	21umb025	I B.Sc., Microbiology	Good	Excellent	Excellent	Good	Good	Excellent
150	S. Santhiya	21umb040	I B.Sc., Microbiology	Excellent	Good	Good	Excellent	Good	Excellent
151	SIVARANJANI S	21UMB046	I B.Sc., Microbiology	Excellent	Excellent	Good	Good	Good	Good
152	Govarthini	21UMB061	I B.Sc., Microbiology	Good	Satisfactory	Good	Good	Good	Good
153	KARTHIKA R	19UMB017	III B.Sc., Microbiology	Excellent	Excellent	Good	Excellent	Excellent	Good
154	DURGADEVI P	19UMB009	III B.Sc., Microbiology	Excellent	Good	Excellent	Good	Good	Excellent
155	RETHEEKHAAGS	19UMB037	III B.Sc., Microbiology	Excellent	Good	Excellent	Good	Excellent	Excellent
156	KOKILA.K	19UMB022	III B.Sc., Microbiology	Good	Good	Good	Good	Good	Good
157	KIRUTHIGA C	19UMB021	III B.Sc., Microbiology	Good	Excellent	Good	Excellent	Good	Excellent
158	S.NANDHINI	21umb026	I B.Sc., Microbiology	Good	Excellent	Good	Good	Good	Excellent
159	DIVAKAR B	20UMB007	II B.Sc., Microbiology	Good	Good	Satisfactory	Good	Good	Satisfactory
160	KIRUTHIGA.K	19UMB050	III B.Sc., Microbiology	Good	Good	Good	Good	Good	Good

Date : **23.11.2021**
Programme: **One day Workshop on Embedded system and IoT**
Dept : **Electronics & Communication**
Place : **B-Block Mini seminar Hall**

1. OBJECTIVE

- ❖ To present and discuss the Embedded system architecture, to write the software for the processor, Debug the software, to interface peripherals with the processor
- ❖ To understand the state of art in ARM Processor based embedded system design. The student will be able to do programming in C, C++.
- ❖ 78 Participants have actively participated with lots of Zeal and enthusiasm.
- ❖ Our department staff members actively participated in the event to grand success.

2.AGENDA

- ❖ One day Workshop conducted by department of Electronics and Communication
- ❖ Time 10.30AM -1.15 PM
- ❖ 10.30 AM-Welcome address
- ❖ 10.35 AM-11.05 AM –Introduction to Embedded system and microcontroller
- ❖ 11.05AM-11.20 AM- Tea Break
- ❖ 11.25 AM -12.30 PM-Arduino IDE Software, Arduinio Uno kit Demonstration, Raspberry pi board port functions
- ❖ 12.35 PM-Introductory Remarks
- ❖ 12.40 PM-Felicitation address
- ❖ 12.55 PM-Presidential address
- ❖ 1.05 PM-Certificate distribution
- ❖ 1.15 PM-Vote of thanks

3.SUBJECT

- ❖ Session-I Handled by Resource person Mr.J.Rubesh, Keynote session on basic concept in embedded system design.
- ❖ Session-II led by Resource person Mr.J.Rubesh to give Brief exposure to understand the Arduino IDE software, Arduino kit Demonstration and Raspberry port functions.

4.PHOTOS



5. FEED BACK

- ❖ This workshop covered basic terminologies regarding Embedded System and various ARM architectures. Participants got the architectural and design track right from ARM7/ ARM Cortex- M3& μ COS – II, ARM9 & LINUX to the latest Raspberry-Pi/ARM11 Based system.

6. Electronics & Communication Department Team

MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE, RASIPURAM
(A UNIT OF VANETRA GROUP)
DEPARTMENT OF TEXTILE AND FASHION DESIGNING
TUKA-CAD WORKSHOP PROGRAMME

1. Objectives:

- Garment CAD designing is a knowledge-intensive and creative skills to develop garment patterns, grading, marker, planning and color combinations.
- The student designers are expected to design clothes that are functional as well as aesthetical.

2. Agenda:

Date: 01.12.2021 TO 04.12.2021

Time: 9.30 AM TO 4 PM

Guest details: -

Mr. S. SATHIYARAJ

Tuck Center, Erode

Erode.

3. Subject/ Topic:

- Tuck – CAD Workshop

4. Photos:



5. Feedback:

- Students are gained advance garment construction techniques by using garment CAD (TUKA).
- Elevated their creative to design fashionable garments.
- Obtained various tools and techniques for design fashionable garments.

6. (i) Number of Staff Participants

MCAS -TFD Department Staffs	2
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(ii) Number of Students Participants

44 Students

DEPARTMENT OF COMPUTER SCIENCE AND APPLICATIONS

ICT Orientation Programme - WEBINAR

1. Objective

Department of computer Application was an organizing webinar on “ICT Orientation Programme” For I BCA Students on 19.03.2022. Through this orientation the students were guided that how to use the college website and what are the facilities available in our website. Then proper utilization of social media and the importance about Google apps were explained.

This program helps the students to get awareness about social media and Google apps and acquired the basic knowledge about image editing.

2. Agenda (Date & Time, Venue, Guest details)

Date: 19.03.2022

Time: 11.00 am

Venue: G-Meet

Guest Speaker: Mr.T.Prabhu

Asst.Prof in CA & Co ordinator-ICT,

Muthayammal College of Arts & Science,Rasipuram

3. Subject/topic dealt with

- Orientation about College website
- Institution Social Media
- Google Document
- Google Spread sheet
- Google Slides
- Google Form
- Tamil Typing using Google Input tool
- Image Background Remover
- Gmail Tips
- Google contact
- Google Photos
- Google Drive

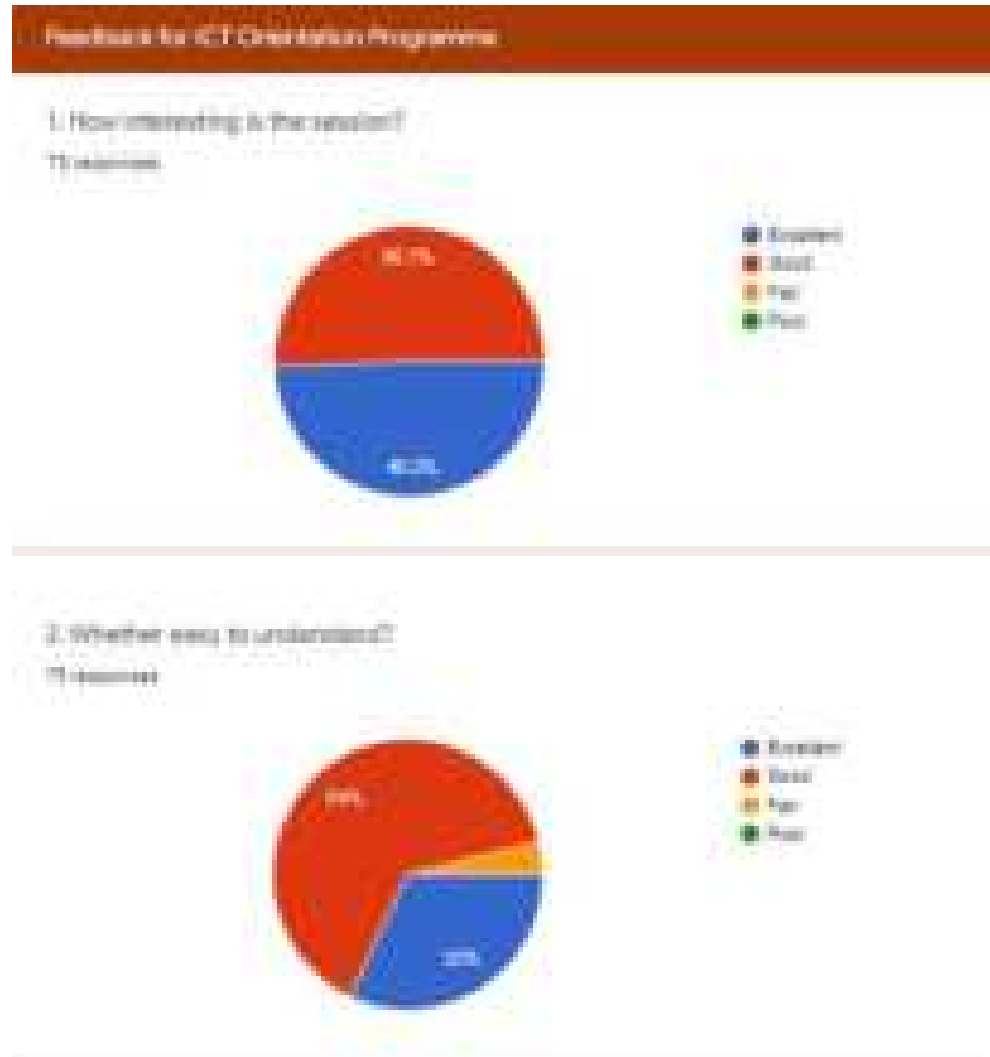
4. Photographs





5. Feedback

Students were interestingly participated. They were interactively participated with the guest speaker.



3. Spinning Preparation

15 minutes



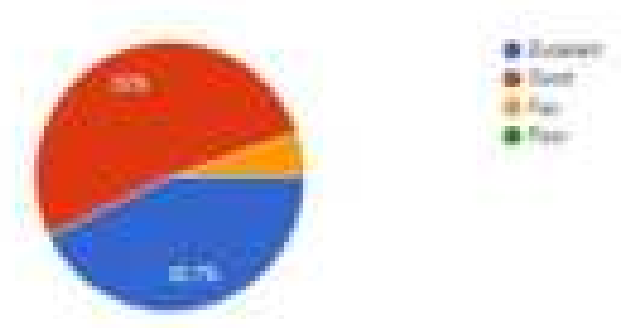
4. Delivery of the topic

15 minutes



5. Comments about the programme

15 minutes





6. (i) **Number of Staff Participants - 6**

(ii) **Number of Students Participants - I BCA - 94**



**MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE
(Autonomous), RASIPURAM
DEPARTMENT OF COMPUTER APPLICATIONS
REPORT FOR - WORKSHOP ON CHATBOT 29.07.2022**

1. Objective

Department of computer Application organized Workshop on “CHATBOT” for III BCA Students on 29.07.2022. Apart from curriculum need to motivate students to achieve their goals.

- ✓ Workshop helps students to improve their learning Skill.
- ✓ These can be very helpful for the students, and also contribute to the teacher's knowledge and practices.
- ✓ Guest lecturers can be used to make classes more approachable and appealing to students.

2. Agenda (Date & Time , Venue , Guest details)

Date : 29.07.2022

Time : 10.00 am to 04.00pm

Venue : LAB-B1

Guest Speaker : Mr.ArunKumar Madeshwaran

Artificial Intelligence Specialist, UAE.

Mrs. Lakshmi Vairamani,

Project Manager-AI

Redmind Technologies, Chennai.



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

- They gave AI Basics as theory session.
- They trained the students how to use Chatbot application
- Gave hands on training about chatbot(Eg: Chatbot sample has been created for Muthayammal College of Arts & Science with Voice reorganization)

4. Photographs 5 nos (for both FN and AN session)





5. Feedback

Students were interestingly participated. They were interactively participated with the guest speaker.



6. (i) Number of Staff Participants - 8

(ii) Number of Students Participants: III BCA - 107



**Muthayammal College of Arts & Science (A Unit of VANETRA Group)
(An Autonomous College)**

Rasipuram- 637 408, Namakkal Dt. Tamil Nadu, India.

Accredited by NAAC with 'A' Grade, New Delhi, Recognized by UGC Under Section 2(f) & 12(B),
Approved by AICTE & Affiliated to Periyar University, Salem - 11.



Webinar on “Extremophiles- Ultimate Survivors” Report

1. Objective:

To create awareness about the Microorganisms, among the Biotechnology students through the Webinar on Extremophiles- Ultimate Survivors.

2. Agenda:

Webinar on “Extremophiles – Ultimate Survivors”
Organized by
Department of Microbiology
Muthayammal College of Arts & Science
A Unit of VANETRA Group
Rasipuram-637 408, Namakkal District, Tamil Nadu

Date: 10th Nov 2020 Time: 11:00 AM

Guests:
Dr. M. SURESH KANNAN

Welcome Address	Dr. B. S. SURESH Assistant Professor in Biotechnology Muthayammal College of Arts & Science
Inauguration Remarks	Dr. S. S. VISWANATHAN Principal Muthayammal College of Arts & Science
Special Address	Dr. B. SURESH MURUGAN Deputy Commissioner VANETRA Group of Institutions Rasipuram
Welcome Remarks	Mrs. S. KRISHNA Assistant Professor in Biotechnology Muthayammal College of Arts & Science
Webinar Title: “Extremophiles – Ultimate Survivors”	
Participants:	Dr. M. SURESH KANNAN Assistant Professor Department of Microbiology Muthayammal College of Arts & Science Rasipuram

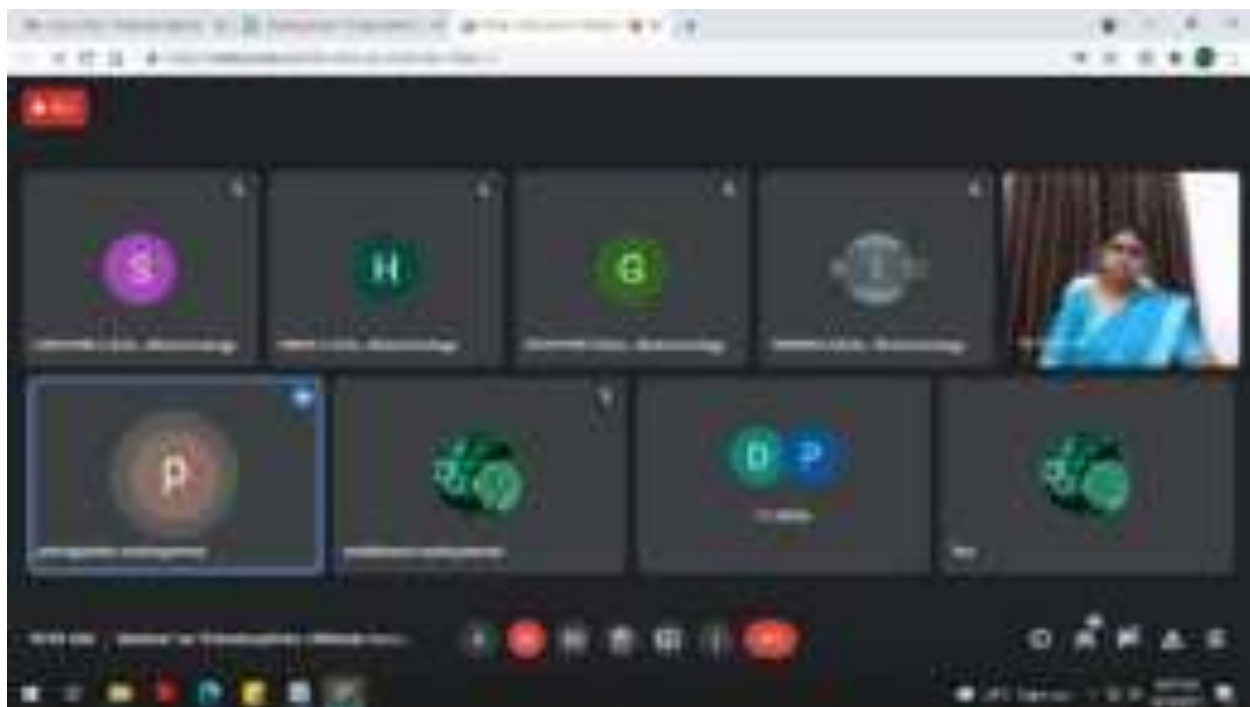
3. Programme Title: Webinar on “Extremophiles- Ultimate Survivors”

4. Details of the programme:

Department of Biotechnology organized a webinar entitled “Extremophiles- Ultimate Survivors” on **16.10. 2021**. In this webinar, **Dr. M. Helan Soundra Rani**, Assistant Professor, Department of Biotechnology, Sri Ramakrishna Arts & Science College, Coimbatore was our chief guest. She is an Alumni of our college (2008-2010). She delivered a lecture on “Extremophiles- Ultimate Survivors”. Extremophiles, an organism that are tolerant to environmental extremes and that have evolved to grow optimally under one or more of these extreme conditions, hence the suffix phile Extremophiles are organisms that have been discovered on earth that survive in environments that were once thought not to be able to sustain life. These extreme environments include intense heat, highly acidic environments, extreme pressure and extreme cold. Different organisms have developed varying ways of adapting to these environments, but most scientists agree that it is unlikely that life on Earth originated under such extremes”. In this programme our Director Academics-Dr. R. Selvakumaran, VANETRA Muthayammal Institutions delivered a Special address & Our Principal- Dr. S. P. Vijiekumar, MCAS, delivered his Introductory Remarks.

In this webinar, UG & PG Biotechnology & UG Zoology, Chemistry Department students & Staff members (Students: 190 + 08 Staff Members) were participated.

5. Photo:





6. Program Feedback:

Students gathered the knowledge about Extremophiles. Through this webinar, students were getting inspired to do research in Extremophiles.



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Approved by AICTE & Affiliated to Periyar University, Salem - 11.



Workshop on “Molecular Techniques” Report

1. Objective:

To give hands on training and create awareness about the molecular techniques among the Zoology students through the Workshop.

2. Agenda:

VANETRA Muthayammal Institutions Rasipuram, Namakkal Dt.		
Workshop on Molecular Techniques Organized by Department of Biotechnology		
19.03.2022	MONDAY	04.10 PM
Venue: B - Block Mini Seminar Hall, MCAAS		
04.10 PM	Welcome Address	: Dr. M. Suresh Kumar Head, Dept. of Biotechnology
04.15 PM	Introductory Remarks	: Dr. S. P. Vijetha Kumar Principal-VMAAS
04.20 PM	Felicitation	: Dr. A. Stella Baby Vice Principal-VMAAS
		: Dr. M. N. Balasubramanyam Dean- Administration, VMAAS
04.25 PM	Residential Address	: Dr. R. Srinivasan Director Academics VANETRA Muthayammal Institutions
04.30 PM	Students Feedback	
04.35 PM	Certificate Distribution	
04.40 PM	Vote of Thanks	: Dr. P. Srinivasan Asst. Professor, Dept. of Biotechnology

3. Programme Title: Workshop on “Molecular Techniques”

4. Details of the programme:

Department of Biotechnology was organized a Workshop entitled “Molecular Techniques” on 28th March 2022. In this workshop, UG Students were participated from Department of Zoology, Sri Sarada College for Women, Salem. Our Biotechnology Department faculty members Dr. P. Selvamaleeswaran, Asst. Prof. Dr. D. Kavitha, Asst. Prof. and Dr. D. Rajasekaran, Asst. Prof. was explained and given hands on training to the participants. Students were trained in Molecular techniques (DNA Isolation, SDS PAGE, and Electrophoretic Techniques). In the afternoon the ELISA Techniques were explained and demonstrated to the participants. In this programme our Director Academics-Dr. R. Selvakumaran, VANETRA Muthayammal Institutions, Principal- Dr. S. P. Vijiekumar, MCAS, Vice Principal- Dr. A. Stella Baby, MCAS distributed certificate to the participants.

No. of Participants: 37 Students and 2 Staff Members

5. Photo:



6. Program Feedback:

- Students gathered the knowledge about Molecular Techniques.
- Students requested to conduct more workshops in future.
- Students appreciated the lab facility and our staff interaction during the workshop



MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE

(A Unit of VANETRA Group)

DEPARTMENT OF COMMERCE

SIX POINT STRUCTURE



Date of the Event	03.02.2022 (Thursday)
Name of the Event	Webinar on Enlivening ICT Tools
Department	Commerce
Venue	Online: Google Meet

1. Objective of the Webinar:

To create an awareness among the student communities about ICT Tools.

2. Agenda:

Date : 03.02.2022 (Thursday)

Time : 10.15 AM – 12.00 Noon

Venue : Online: Google Meet

Chief Guest : Mr.T.Prabhu

Co-Ordinator - ICT

Muthayammal College of Arts and Science (Autonomous)

Rasipuram.

3. Subject / Topic:

- ❖ Social Media
- ❖ Remove Image Background
- ❖ Google IME
- ❖ Effective Utilization of Google Drive
- ❖ Online Cashless Transaction
- ❖ Cyber crimes

4. Photograph:







5. Feedback:

- ❖ Students were well aware about Social Media.
- ❖ Students understood the online fraud while doing online transaction.
- ❖ Problems in Google Drive.
- ❖ Conversion of Image to PDF.
- ❖ Understood remove of Image background.

6. Number of Staff participated : 18 (Male: 10; Female: 8)
Number of Students participated : 235
Number of External participants : Nil
Number of Beneficiaries : 253 (18 Faculty members + 235 Students)



MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE

(A Unit of VANETRA Group)

DEPARTMENT OF COMMERCE

SIX POINTS STRUCTURE



Date of the Event	08.04.2022 (Friday)
Name of the Event	Dynamics of Hygiene in the Post –Pandemic Era
Department	Commerce
Venue	‘B’ block Conference Hall – MCAS, Rasipuram.

1. Objective of the Visit:

To create an awareness about Hygiene in the Post – Pandemic Era.

2. Agenda:

Date : 08.04.2022

Time : 1.30 PM – 3.50 PM

Venue : ‘B’ block Conference Hall – MCAS, Rasipuram.

In-charge : **Dr.E.G.Wesely Jebasing Devairakam**
Assistant Professor in Botany
Arignar Anna Government Arts College
Namakkal

3. Subject / Topic:

- ❖ Types of Diseases
- ❖ Creating an awareness on Hygiene
- ❖ Creating an awareness on Food habits
- ❖ Yoga and Exercises
- ❖ Symptoms of Diseases

4. Photograph:



5. Feed back:

- ❖ Students got awareness about diseases.
- ❖ School students got awareness about Hygiene.
- ❖ Know about the modern diseases.
- ❖ Know about the Yoga and Exercises.
- ❖ Understood the necessity of Food habits.

6. Number of Staff participated : 6 (Male:5; Female: 1)
Number of Students participated : 307 (Male: ; Female:)
Number of External participants : Nil
Number of Beneficiaries : 313 (6 Faculty members + 307 Students)



MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE

(A Unit of VANETRA Group)

DEPARTMENT OF COMMERCE

SIX POINT STRUCTURE



Date of the Event	17.05.2022 (Tuesday)
Name of the Event	Campus Connect and Infosys Springboard – Virtual Road show
Department	Commerce
Venue	Online: Webex meeting('B'– Block Conference Hall)

1. Objective of the Webinar:

To create an awareness among the student communities about the modern accounting packages and software.

2. Agenda:

Date : 17.05.2022 (Tuesday)

Time : 10.00 AM – 1.00 PM

Venue : Online: Webex Meeting('B'– Block Conference Hall)

Chief Guest : Resource Person from Infosys, Bangalore Campus.

3. Subject / Topic:

- ❖ Social Media
- ❖ Tally Packages
- ❖ C++ Software
- ❖ Visual Basic
- ❖ MS- Excel
- ❖ Cyber crimes

4. Photograph:



5. Feedback:

- ❖ Students were well aware about Social Media.
- ❖ Students understood the Accounting Packages.
- ❖ Problems in using modern software.
- ❖ Effective use of MS – Excel software.
- ❖ Understood the cyber crimes.

6. Number of Staff participated : 06 (Male: 2; Female: 4)
Number of Students participated : 372
Number of External participants : Nil
Number of Beneficiaries : 378 (6 Faculty members + 372 Students)



MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE

(A Unit of VANETRA Group)

DEPARTMENT OF COMMERCE

SIX POINTS STRUCTURE



Date of the Event	25.05.2022 (Wednesday)
Name of the Event	Opportunities available in Insurance and Mutual Fund Institutions
Department	Commerce
Venue	‘B’Block Conference Hall, MCAS, Rasipuram.

1. Objective of the Visit:

To give an orientation about opportunities available in Insurance and Mutual Fund Institutions.

2. Agenda:

Date : 25.05.2022 (Wednesday)
Time : 2.00 PM – 3.00 PM
Venue : ‘B’Block Conference Hall, MCAS, Rasipuram.
In-charge : Mr.B.P.Anand
Sr. Consultant,
United Training Services India Pvt.Ltd.
Mumbai.

3. Subject / Topic:

- ❖ Overview about Insurance Industry.
- ❖ Job opportunities available at Insurance Companies.
- ❖ Insurance products.
- ❖ Overview about Mutual Fund Institutions.
- ❖ Way and means for clearing Insurance Examinations.

4. Photograph:



5. Feed back:

- ❖ Students were well aware about the Functioning about the Insurance Institutions.
- ❖ Students understood the Job opportunities.
- ❖ Know about the Duration of the Insurance Course and Fee Structure.
- ❖ Know about the Syllabus content.
- ❖ Understood the expert opinion about passing Insurance Courses.

6. Number of Staff participated : 6 (Male: 02 ; Female: 04)

Number of Students participated : 170

Number of External participants : Nil

Number of Beneficiaries : 176 (6 Faculty members + 170 Students)



Date of the Event	28.03.2022 (Monday)
Name of the Event	A Discourse on Professional Courses (CA/CMA/ACS/ACCA)
Department	Commerce
Venue	‘B’Block Conference Hall, MCAS, Rasipuram.

1. Objective of the Visit:

To give an orientation about Professional Courses like CA / CMA/ACS/ACCA.

2. Agenda:

Date : 28.03.2022
Time : 10.00 AM – 1.30 PM
Venue : ‘B’Block Conference Hall, MCAS, Rasipuram.
In-charge : CA.P.Raja
PR Academy,
No:62/2, Second Floor, Rajaji Street, Ram Nagar,
Coimbatore – 641 009.

3. Subject / Topic:

- ❖ Overview about CA/CMA/ACS/ACCA Courses.
- ❖ Subject Comes under the professional courses
- ❖ Time duration of the Courses and Mark details
- ❖ Fee Structure and Mode of Payment
- ❖ Way and means for clearing professional courses.

4. Photograph:



5. Feed back:

- ❖ Students were well aware about the Professional Courses..
- ❖ Students understood the Course structure.
- ❖ Know about the Duration of the Course and Fee Structure.
- ❖ Know about the Syllabus content.
- ❖ Understood the expert opinion about passing professional courses.

6. Number of Staff participated : 15 (Male:10 ; Female: 05)
Number of Students participated : 303 (Male:166 ; Female:137)
Number of External participants : Nil
Number of Beneficiaries : 318 (15 Faculty members + 303 Students)



MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE

DEPARTMENT OF COMPUTER SCIENCE

CLOUD BASED TECHNOLOGIES WEBINAR

1. Objective

Main objectives of the program to motivate and encourage the students to learn about cloud based technology.

2. Agenda(Date & Time , Venue , Guest details)

Date : 25.3.2022
Time : 10.30 AM to 12.30 PM
Venue : Conference Hall (Virtual Mode)
M.Murugadass MCA.,
Alumni (2007-2010) Batch
Associate Consultant
TCS, Chennai

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

- To discuss about cloud based technologies for improve student carrier.
- Various tools and application are used in cloud technologies are discussed.
- Front end, backend and middle ware tools are discussed.
- Cloud service software, ETL tools and Spring Boot Micro services details are explained to students for future life.
- Encourage and motivate the students to improving knowledge in cloud techniques.
- Discuss scope of cloud based techniques.

4. Photographs 3 no.



5. Feedback

- Session is used for us to motivate and encourage.
- Each and every minute is useful for us. Easy to understand the cloud infrastructure and why cloud need for future business and technology.
- Gives a good overview of the basics of cloud based technologies.
- Basic understanding of benchmark skills of cloud based technologies.
- The flow of the course was so natural and well explained.
- Great content (best of the first 3) and covers a lot of the key technologies used in cloud systems.

6. Participants

- i. Number of Staff Participants: 5 Nos.
- ii. Number of Students Participants: Computer Science -183 Nos.
- iii. Number of External Participants (Staff/Students): Nil



**MUTHAYAMMAL
COLLEGE OF ARTS
& SCIENCE**

MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE

(Autonomous)
(A Unit of VASISTHA Group)
Periyar - 627405, Namakkal DT.



DEPARTMENT OF ENGLISH

WEBINAR ON RESEARCH CULTURE AND MECHANICS OF WRITING

02.04.2022

Saturday

11:00 AM

B - Block Mini Seminar Hall

- | | | | |
|----------|----------------------|---|--|
| 11.05 AM | Welcome Address | : | Ms. K. Pathumila
I - M.A English
MCAS |
| 11.10 AM | Introductory Remarks | : | Mr. S. Gopinath
Head - Department of English
MCAS |
| 11.15 AM | Felicitations | : | Dr. S. P. Vijelikumar
Principal
MCAS |
| 11.20 AM | Presidential Address | : | Dr. R. Selvakumar
Director - Academics
VMD |
| 11.30 AM | Keynote Address | : | Dr. T. Alagarsan
Govt. Arts College (Autonomous)
Salem - 7. |
| 12.30 PM | Vote of Thanks | : | Ms. S. Vanithadevi
II - MA English |



MUTHAYANMAL COLLEGE OF ARTS AND SCIENCE, RASIPURAM
DEPARTMENT OF ENGLISH
REPORT ON Research Culture and the Mechanics of writing.

OBJECTIVE:

Research is an art of investigation. It indicates a search for knowledge. Embarking on a research is the order of the day. Doing research is not an easy task. It involves a lot of rules and regulations. Students should know how to embark upon a new research. In keeping this view in mind, Department of English organized a webinar on Research Culture and the mechanics of Writing. Dr. T. Nagarajan, Associate Professor, PG and Research Department of English, Government Arts College, Salem, acted as a resource person. This webinar was exclusively meant for Post Graduate Students. Around 22 students along with four faculty members attended the programme virtually.

AGENDA:

1. To develop their sense of process.
2. To encourage the students to boost team spirit among the students.
3. To look at the integration of Indigenous Knowledge system.

Date: 12.04.2022

Day: Tuesday

Time: 10 am to 3pm.

Venue: Thengalalayam.

SUBJECT:

Our students evinced a genuine interest in involving themselves in various collection activities. They involved themselves in various activities like clearing the village. Some of the students even demonstrated how to fill survey forms.

Photo:





FEEDBACK:

Almost all our students felt at home in the company of staff members and stakeholders. They eventually came to understand the spirit of awareness. Extension activity actually guided and educated them in the right direction.

PARTICIPATIONS DETAILS:

Number of Staff Participants (8)

- Mr.S.Gopinath, Assistant professor of English
- Mr.S. Sivakumaran, Assistant professor of English
- Mrs.S. Lavanya Assistant professor of English
- Mr.D. Uthayakumar, Assistant professor of English
- Mrs.E.Sathipriya, Assistant professor of English
- Mrs.M.Lakshmi, Assistant professor of English
- Mr.K. Ragu, Assistant professor of English
- Mrs.S. Nishanthini Assistant professor of English



MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE

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Rasipuram - 637408, Namakkal DT.



DEPARTMENT OF ENGLISH

ONE DAY VIRTUAL WORKSHOP ON EMERGING TRENDS IN ENGLISH LITERATURE

11.05.2023

Wednesday

10:00 AM

B - Block Mini Seminar Hall

- 10.05 AM Welcome Address : **Ms.H.Hasmathul Hasheena**
III - B.A English
MCAS
- 10.10 AM Introductory Remarks : **Mr.S.Gopinath**
Head -Department of English
MCAS
- 10.15 AM Felicitation s : **Dr.S.P.Vijelkumar**
Principal
MCAS
- 10.20 AM Presidential Address : **Dr.R.Selvakumaran**
Director - Academics
VMJ
- 10.30 AM Keynote Address : **Dr.Christopher Ramesh**
Govt Arts College
Mehar
- 11.45 AM Vote of Thanks : **Ms.V.Yovarani**
III - BA English



MUTHAYANDMAL COLLEGE OF ARTS AND SCIENCE, RASIPURAM
DEPARTMENT OF ENGLISH

Report on Emerging Trends in English Literature.

OBJECTIVE:

Literature is a humanistic discipline that deals with the values of life. After Independence, a sea change has occurred in the domain of literature. Genres like Drama, novel, poetry and short story brought tremendous change in its texture and appeal. There are ever so many trends which have emerged in the recent past. These trends are highly useful in understanding the nuances of English Literature. Moreover, new crop of writers are able to prove their stamp of identity as a writer in the present scenario. The present day-writers are able to present their argument by following the new trends. In keeping this view in mind, Department of English organized a webinar on Research Culture and the mechanics of Writing. Dr.Christopher Ramesh, Assistant Professor, Department of English, Government Arts College, Melur , acted as a resource person. This webinar was exclusively meant for Undergraduate and Post Graduate Students. Around 215 students along with four faculty members attended the programme virtually.

AGENDA:

1. To understand and appreciate the nuances of English Literature
2. To explore the various facets of trends in English literature.
3. To make the students understand the emerging trends in English literature.

Date: 11.05.2022

Day: Monday.

Time: 10 am to 12pm.

Venue: B-Block, Conference Hall.

SUBJECT:

Our students maintain a pin drop silence in the conference hall to attend this programme virtually. It shows that they are eager to attend this virtual workshop in order to update and upgrade their knowledge. They paid a special attention to his spectacular speech. It is of interest to note that students are specifically raised a lot of questions in connection with the new trends in literature. The resource person was very kind enough to clarify their doubts. It was an eye-opening experience for them to know the ins and outs of the research.

PHOTO



FEEDBACK:

Almost all our students collectively felt that they learnt over so many new trends in the domain of literature from the resource persons. To update their knowledge, they post a lot of questions in the chat box. They came to understand the facts that change is the law of life. To lead a healthy life, one has to update his knowledge in tune with the current trends. Almost all students are under the impression that these trends are of paramount importance in understanding the hidden messages of literature.

PARTICIPATIONS DETAILS:

Number of Staff Participants (8)

Mr.S.Gopinath, Assistant professor of English

Mr.S. Sivakumaran, Assistant professor of English

Mrs S. Lavanya Assistant professor of English

Mr.D. Uthaykumar, Assistant professor of English

Mrs E. Sekthipriya, Assistant professor of English

Mrs M.Lakshmi, Assistant professor of English

Mr.K. Ragu, Assistant professor of English

Mrs S. Niharathil Assistant professor of English

How to Plan for a Start-up and Legal & Ethical Steps

1. Objective

To impart how to plan for a start-up and legal & ethical steps.

2. Agenda (Date & Time, Venue , Guest details)

Date: 04.05.2022

Time: 11.00 AM – 12.00 PM

Venue: Online – Google meet & C – Block Mini Seminar Hall

Speaker: Ms. Poorvaja Ragupathy,
Practicing Advocate / Start-up / Business legal consultant /
Posh consultant / Founder @ The settlement table, Coimbatore.

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

Chief guest Ms. Poorvaja explained about legal requirements for a start-up as follows

- i. Choosing a business structure: Limited liability partnership, Private Limited Company, Partnership firm, proprietorship, societies, trusts and NGOs.
- ii. Taxation and Accounting: GST registration, IT filing, Books of accounts and invoicing
- iii. Registration and licence requirements: MSME registration, Business Specific licence, EXIM licence, Shops and establishments, factories, etc.
- iv. Agreements and MoUs: Founders agreement, Employees agreement, Business vendor agreement, business partnership agreement, IP and Tech agreements.
- v. Trademarks and IP rights: Patent, Trademark, Geographical indication, Plant varieties, copyrights, Registration, Licencing and Transfer

4. Photographs





5. Feedback

Students learnt about how to plan for a start-up and legal & ethical steps in a detailed manner.

6. (i) Number of Staff Participants: 02

(ii) Number of Students Participants: 55

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

Business Model Canvas (BMC)

1. Objective

To impart about the concepts involved in Business model Canvas (BMC).

2. Agenda (Date & Time, Venue , Guest details)

Date: 05.05.2022

Time: 2.00 PM – 4.00 PM

Venue: Online – Google meet & B – Block Mini Seminar Hall

Speaker: Dr. V. B. Mathipurani,
Asst. Prof. and Head,
BA (Hons.) International Business,
(A Twinning Programme, Collaborated with UK university)
PSG College of Arts and Science,
Coimbatore.

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

Chief guest Dr. V. B. Mathipurani explained about Business Model Canvas (BMC) in a simple manner. It's an ecosystem of likeminded partnership which includes getting from the suppliers and providing to the customers to carry out business and it's a program routine. Also clearly indicated 9 concepts of BMC through a video and it reach the participants mind very effectively. In digital world, everything is digitalized and breaking conventional models. Explained about the various types of business models and its applications and how business model evolved over a period of time.

4. Photographs





5. Feedback

Students learnt about the concepts in the Business Model Canvas in a detailed manner.

6. (i) Number of Staff Participants: 03

(ii) Number of Students Participants: 98

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

Session on Achieving Problem-Solution Fit and product-market Fit

1. Objective

To orient the students on achieving Problem-Solution fit and Product-market Fit.

2. Agenda (Date & Time, Venue , Guest details)

Date: 11.01.2022

Time: 2.15 PM – 3.30 PM

Venue: Online – Google meet

Speaker: Mr. A. Karthigaiselvam,

Asst. Prof. of Economics and EDC - Coordinator,

Department of Business Administration,

Muthayammal College of Arts and Science,

Rasipuram.

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

Chief Guest explained about the product, basic types of product; Consumer and Industrial product, different levels of product: Core product, basic product, expected product, augmented product and Potential product. He also explained about evolution of Product Market fit – It was first coined by Don Valentine – American Venture Capitalist – Founder of Sequoia Capital and run the Oracle Cisco system and LSI logic. It was popularized by Mark Andreessen as Product/market fit means being in a good market with a product that can satisfy that market. In simple, the ability of a product or Service that satisfy a Customer or customer demand. He focused on three major factors for success of any start-up: Team, Product and Market. To attain the market fit, the following things has to be taken into account, to meet the market demand, to know the customer, customer value and needs, to know the buying power, uniqueness. The minimum viable product is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort. To validate the customer needs and demand and Why the Product Market fit to be reached. How the lean start-up methodologies applied, build, measure and learn and explained about minimum viable product. He also explained about the basic elements of successful product market fit: Idea stage, identifying problem/solution, to attain market

fit stage, scaling and the way to establish the product-market fit. He also elaborated how start-ups achieve product market fit, when do you need product market fit, successful product in India, basic problem faced by entrepreneur while starting the business, essentials for moving successful business and achieving smart goals.

4. Photographs





5. Feedback

Students gave positive feedback about the session, and learnt about the essentials of problem solution fit and product market fit.

6. (i) Number of Staff Participants: 3

(ii) Number of Students Participants: 30

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

Celebration of National Technology Day

1. Objective

To impart and create awareness on technology and its development by celebrating National Technology Day.

2. Agenda (Date & Time, Venue , Guest details)

Date: 11.05.2022

Time: 2.00 PM – 4.00 PM

Venue: B – Block Mini Seminar Hall

Speaker: IIC Team Members

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

To impart and create awareness on technology and its development, our MCAS Institution's Innovation Cell celebrated National Technology Day. IIC student members from various discipline delivered speech, presented videos, chart and power point presentations. Our Director – Academics Dr. R. Selvakumaran, gave awareness on advancement in technology and motivated the students speech and presentations.

The following students exhibited their talents on the topic Invest in our Planet

1. Ms. M. Sofia Azeema from I – B. Com., (Speech)
2. Mr. V. Deepak from I – B. Com. CA., (Speech)
3. Mr. S. Ganesh from I – B. Com. CA., (Speech)
4. Ms. M. Gayathri from III – B. Sc., Mathematics (Speech)
5. Mr. K. Vignesh from II – B. Com. CA., (PPT)
6. Ms. M. Ramya and Ms. T. Poomani from I – B. Com., (PPT)
7. Mr. L. U. Sedhurajan from I – B. Com. CA., (PPT)
8. Ms. A. Shagitha Banu and Ms. R. Vaishnavi from III – BCA., (PPT)
9. Ms. S. Dhivyadharshini from II – B. Sc., Chemistry (PPT)
10. Mr. J. Madhan prasanth from II – B. Com. CA., (Video)

11. Ms. S. Kanmani, Ms. G. P. Dharshini, Ms. S. Dhivyadharshini, Mr. M. Venu Aravind and Mr . S. Thirunavukarasu (Video)

4. Photographs







5. Feedback

Students gave a positive feedback about the session and expressed their gratitude to prove their talents in speech, presenting videos and ppts.

6. (i) Number of Staff Participants: 02

(ii) Number of Students Participants: 95

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

Timeline Strategies That Drive a Successful Innovation

1. Objective

To impart and motivate the students with on design thinking to develop innovative ecosystem.

2. Agenda (Date & Time, Venue , Guest details)

Date: 12.05.2022

Time: 2.00 PM – 4.00 PM

Venue: B – Block Mini Seminar Hall

Speaker: Dr. D. Suganya,
Asst. Prof. of Zoology,
Muthayammal College of Arts and Science,
Rasipuarm.

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

Chief guest Dr. D. Suganya explained about the steps involved in Design thinking. They are empathize, define, ideate, prototype and test. She conducted a competition to initiate the creativity and thinking ability of the students. She also conducted a team work ideation assignment on a particular topic and encouraged their creativity, merits and demerits of that topic.

4. Photographs





5. Feedback

Students learnt about invention, innovation and how to innovate by lateral thinking. They gave positive feedback and shows more interest to attend next IIC program.

6. (i) Number of Staff Participants: 04

(ii) Number of Students Participants: 102

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

Session on Prototype, Process Design and Development

1. Objective

To orient the students about Prototype, Process Design and Development.

2. Agenda (Date & Time, Venue , Guest details)

Date: 13.05.2022

Time: 2.00 PM – 4.00 PM

Venue: B – Block Mini Seminar Hall

Speaker: Dr. N. Nithiya,

Assistant Professor of Chemistry and Innovation Ambassador,
Muthayammal College of Arts and Science,
Rasipuram.

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

Chief Guest explained about the Prototype, Process Design and Development approach. First explained about Problem – a situation, person or thing that needs attention and needs to be dealt with or solved.

She explained elaborately about six-steps in problem solving model such as

- i. Define the problem
- ii. Determine the root cause(s) of the problem
- iii. Develop alternative solutions
- iv. Select a selection
- v. Implement the solution
- vi. Evaluate the outcome

She clearly explained about five concepts involved in Prototye Design and Development, such as

- i. Keep the user in mind
- ii. Plan the scope of testing
- iii. Take action and fail fast

- iv. Choose the right tools and fidelity
- v. Record questions for testing

She also explained about a prototype, process design and development skills with an example which was done by Prof. Dhimant Panchal, Chair, Professor, Prof. H Kumar Vyas Design Chair, MIT Institute of Design, MIT ADTU, Pune.

She gave the tips how to improve the prototype, process design and development skills. Conducted a competition to find an innovative product using pen.

She emphasized and motivated the students to take part in Smart India Hackathon 2023 to solve the software and hardware problems which was given by Ministry of Govt. of India and various other departments and sectors.

4. Photographs







5. Feedback

Students gave a positive feedback about the session, learnt about prototype, process design and development and Smart India Hackathon.

6. (i) Number of Staff Participants: 02

(ii) Number of Students Participants: 100

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

Workshop on Entrepreneurship and Innovation as Career Opportunity

IIC Q4 Self – Driven Activity

1. Objective

To orient about Entrepreneurship and Innovation for I – Year students.

2. Agenda (Date & Time, Venue , Guest details)

Date: 16.08.2022

Time: 2.00 PM – 3.00 PM

Venue: D - 308

Speaker: Dr. N. Sudha,

Asst. Prof. of Chemistry and Head – IIC,

Muthayammal College of Arts and Science,

Rasipuram.

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

Oriented the students about IIC and its role on motivating innovation and entrepreneurship among the students community. I have indicated clearly about the difference between Business man and entrepreneur, why to become an entrepreneur and the difference between discovery, invention and innovation. I have also explained the role of creativity and innovation for an entrepreneur. Explained about discovery, invention and innovation, need of creativity for innovation, steps involved in innovation and design thinking process. Motivated students by explaining successful innovations by students, examples of some young entrepreneurs in India, in Tamilnadu, entrepreneurs from Muthayammal College of Arts and Science (MCAS) and emerging entrepreneurs from our college MCAS.



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Recognized by ST&S College Scheme - DDT (2018 - 2021)



RASIPURAM, MUTHAYAMMAL CH - 637 408, TAMIL NADU 630148

Department of Mathematics & Institution's Innovation Cell (IIC)



Organize
Orientation on

Innovation and Entrepreneurship



Speaker
Dr. N. SUDHA
Assistant Professor and Head - IIC
Innovation Ambassador
Muthayammal College of
Arts & Science
Rasipuram



15th AUGUST
2022



02.00
PM

Venue : D - 308

4. Photos







Rasipuram, Tamil Nadu, India
F63M+788, Vengayapalayam, Rasipuram, Tamil
Nadu 637406, India
Lat 11.452931°
Long 78.233214°
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5. Feedback

Students gave positive feedback about the session was useful and are satisfied with the explanation and got clarified about innovations and Entrepreneurship.

6. (i) Number of Staff Participants: 3

(ii) Number of Students Participants: 43

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

75 Years of Independence -Azadi Ka Amrit Mahotsav Celebration

IIC – Celebration Activity

1. Objective

To know about India's efforts for fostering Innovation by celebrating 75th Years of India's Independence - Azadi Ka Amrit Mahotsav.

2. Agenda (Date & Time, Venue , Guest details)

Date: 18.08.2022

Time: 10.00 AM – 1.00 PM

Venue: B – Block Conference Hall

Participants: IIC Team Members

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

Our MCAS Institution's Innovation Cell celebrated the 75th Independence Day to inculcate Innovation & Entrepreneurship in higher education institutions for Aatmanirbhar Bharat & 75 Years of Independence – Azadi Ka Amrit Mahotsav.

On account of this celebration MCAS – IIC conducted various competitions like Case Studies, Poster Presentation and Painting/Drawing Competitions to exhibit the talents in the topic India's efforts for fostering Innovation.

Our Director – Academics Dr. R. Selvakumaran, initiated the program by explaining India's technology achievements in these 75 years after Independence and motivated the students' talents and presentations. Student members from various disciplines participated and exhibited their talents in Case Studies, Poster Presentation and Painting/Drawings.



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RASIPURAM, MUTHAYAMMAL RD - 627 406, TAMIL NADU, INDIA.



Celebrates

75 Years of Independence - Azadi Ka Amrit Mahotsav

- Case Studies
- Poster Competitions
- Drawing/Painting Competitions

**Organized by
IIC Team Members
Muthayammal College of
Arts & Science (Autonomous)
Rasipuram**



**18th AUGUST
2022**



**10.00
AM**

**Venue
B - Block Conference Hall**

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The following students exhibited their talents in Case Studies, Poster Presentation and Painting/Drawings event and best case studies were honoured by prizes and providing e-certificates to all the participants.

CASE STUDIES

1. S. Divyadarshini, II – B. Sc. Chemistry
2. J.Madan Prashanth, III – B. Com. CA.
3. T. Prakatieswari, III – B. Com. CA.
4. S. Priyadarshini, III – B. Com. CA.
5. N. Sathya, III – B. Com. CA.
6. M. kaviyarasu, III – B. Com.
7. K. Parikshit, III – B. Com.
8. S. Niha Roshini, II – M. Com.
9. R. Soundarya, II – M. Com.

POSTER PRESENTATION

1. V. Vignesh, III – B. Com. CA.
2. K. Vignesh, III – B. Com. CA.
3. M. Dheenadayalan, II – B. Sc., Chemistry
4. M Yogeshwaran, II – B. Sc., Chemistry
5. S. Sushmita, II – B. Com. CA.
6. P. Swathy, II – B. Com. CA.

DRAWING / PAINTING COMPETITION

1. Shyamsath Begam, II – BCA
2. R. Kritika, I – B. Sc., Mathematics
3. J. Ravi Krishna, I – B. Sc., Mathematics
4. S. Kalavani, I – B. Sc., Mathematics
5. S. Surya, II – BCA
6. N. V. Girinath, II – B. Com. CA.

7. K. Gokulraj, II – B. Com. CA.
8. M. Hariharan, II – B. Com. CA.
9. J. Monisha, II – M. Com.
10. R. Soundarya, II – B. Com. CA.
11. R. Sanjay, I – BCA
12. B. Subikshaa Sree, I – BCA
13. K. Dharshinimithra, I – BCA
14. M. Aakash, I – BCA
15. S. Aakash, I – BCA
16. S. Keerthana, III B.Sc. chemistry
17. T. Aarthi, III B.Sc. chemistry
18. V. Nagarajan, II – B. Com. CA.
19. S. Kathiresan, III – B. Com.
20. S. Kalaivani, II – M. Com.
21. P. Harish Babu, III – B. Com.
22. N. Dinesh, III – B. Com.
23. R. Vikram, II – B. Com. CA.

4. Photographs – Poster Presentation













5. Feedback

Students gave a positive feedback about the session and expressed their gratitude to prove their talents in Case Studies, Poster Presentation and Painting/Drawings.

6. (i) Number of Staff Participants: 08

(ii) Number of Students Participants: 87

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

CELEBRATION OF MCAS HACKATHON

1. Objective

To bring out the students talent in problem identification and its solution by conducting MCAS Hackathon.

2. Agenda (Date & Time, Venue , Guest details)

Date: 19.08.2022

Time: 2.00 PM – 4.00 PM

Venue: B – Block Conference Hall

Speaker: IIC Team Members

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

The various students from various departments have been participated in MCAS HACKATHON in which the problems have been chosen from Smart India Hackathon (SIH), Manthon, etc. and the solution is given by the students as a team from various departments.

The following student's team presented their solutions for different types of problems in Hackathon, Manthon, etc.

Team 1

Mr.S.Kishoth Kumar, I - BCA.

Mr. S. Mithun, I - BCA.

Mr. S. Karthik, I- BCA.

Mr. S. G. Karthikeyan, I - BCA.

Mr. S. Kamalesh, I – BCA.

Mr. V. Nagarajan, II – B. Com. CA.,

Team 2

Mr. S. Sasi Kumar, II – BCA.

Mr. S. Suresh Karthik, II – BCA.

Mr. C. Ajay, II – BCA.

Mr. S. Kowsik kumar, II – BCA.

Mr. S. Vishnu, II – BCA.

Team 3

Mr. S. Santhosh kumar, II – BCA.

Mr. R. Vinoth Raja, II – BCA.

Mr. S. Tamilselvan, II – BCA.

Mr. K. Tamilselvan, II – BCA.

Mr. R. Vignesh, II – BCA.

Team 4

Mr. R. Deeneshwaran, III – BCA.

Mr. N. Diwakar, III – BCA.

Mr. R. Gowtham, III – BCA.

Mr. S. ElaiyaBharathi, III – BCA.

Mr. K. Gowtham, III – BCA.

Team 5

Mr. V. Anbu murugan, II – B. Sc., Electronics and Communication,

Mr. K. Vigneshwaran, II – B. Sc., Electronics and Communication,

Mr. R. Thilip Kumar, II – B. Sc., Electronics and Communication,

Mr. R. Lokesh, II – B. Sc., Electronics and Communication,

Mr. M. Kavin Kumar, II – B. Sc., Electronics and Communication,

Mr. S. Monish Kumar, II – B. Sc., Electronics and Communication,

Team 6

Mr. S. Sanjay Kumar, II – BCA.

Mr. V. Thalpathi, II – BCA.

Mr. G. Siva Sakthi, II – BCA.

Mr. C. Tamil Maran, II – BCA.

Mr. S. Sivaraman, II – BCA.

Team 7

Ms. P. Soundaya, II – B.Sc ., Physics,

Ms. K. Ashifa, II – B. Sc ., Physics,

Ms. A. Renuka Devi, II – B. Sc., Physics,

Team 8

Ms. S. Dhivyadarshini, III – B. Sc., Chemistry,

Ms. S. Kaviya, III – B. Sc., Chemistry,

Ms. S. Keerthana, III – B. Sc., Chemistry,

Ms. M. Srimathi, III – B. Sc., Chemistry,

Mr. P. Gopalakrishnan, III – B. Sc., Chemistry,

Mr. M. Venu Aravindh, III – B. Sc., Chemistry,

Mr. C. Akash, III – B. Sc., Chemistry,

Team 9

Ms. S. Thirisha, I – BCA.

Ms. G. Shenbagam, I – BCA.

Ms. B. Rocini, I – BCA.

Ms. G. Sri Priyadarshini, I – BCA.

Ms. C. Soundarya, I – BCA.

Team 10

Mr. L.U. Sedhurajan, II – B. Com. CA.,

Mr. S. Ganesh, II – B. Com. CA.,

Mr. S. Sridhar, II – B. Com. CA.,

Team 11

Ms.S. Jeevadarshini, I – BCA.

Ms. S. Kanika, I – BCA.

Ms. G. Nithya, I – BCA.

Ms. M. Poovizhithanusri, I – BCA.

Ms. P. Keirthikasri, I – BCA.

4. Photographs





Rasipuram, Tamil Nadu, India

FE3M+K38, Vengayalayar, Rasipuram, Tamil Nadu 637626, India

Lat 11.45350°

Long 78.232656°

19/08/23 03:26 PM



Rasipuram, Tamil Nadu, India

FE3M+K38, Vengayalayar, Rasipuram, Tamil Nadu 637626, India

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19/08/23 03:49 PM







Resipuram, Tamil Nadu, India

PE3M+838, Vengaypalayam, Resipuram, Tamil Nadu 637626, India

Lat 11.45358°

Long 78.232656°

18/08/22 03:09 PM



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Lat 11.45358°

Long 78.232656°

18/08/22 03:47 PM





5. Feedback

Students participated in enthusiastic manner, exhibited their ideas in different possible ways. This program will help them to develop their ideas and to participate in several events. The participated students are honored with mementos.

6. (i) Number of Staff Participants: 05

(ii) Number of Students Participants: 96

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

Session on Lean Start-up and Minimum Viable Product

IIC Q4 Calendar Activity

1. Objective

To orient the students about Lean Start-up and Minimum Viable Product.

2. Agenda (Date & Time, Venue , Guest details)

Date: 22.08.2022

Time: 1.30 PM – 3.30 PM

Venue: B – Block Conference Hall

Speaker: Mr. A. Karthigaiselvam,

Asst. Prof. of Economics and EDC - Coordinator,

Department of Business Administration,

Muthayammal College of Arts and Science,

Rasipuram.



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RASIPURAM MUTHAYAMMAL DE - 637 406 Tamil Nadu INDIA

Institution's Innovation Cell



Organizes

Session on

**Lean Start-up &
Minimum Viable Product**



Speaker

Mr. A. Karthigaiselvam

Asst. Prof. of Economics & EDC - Coordinator
Innovation Ambassador
Department of Business Administration
Muthayammal College of Arts & Science
Rasipuram



**22nd AUGUST
2022**



**01.30
PM**

Venue

B - Block Conference Hall

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

Chief Guest Mr. A. Karthigaiselvam explained about Lean startup principles and highlighted about the viable product and minimum Viable Product

He clearly explained about the startup, examples of startup and their history.

Explained about the types of startup as follows

1. Scalable Startup (Technology oriented: google, facebook, twitter etc)
2. Small Business Startup (Regularly people do the business like Grocery shop, travel agent etc)
3. Lifestyle Startup (One who aspires to decide some field like dancing, music and drawing etc)
4. Buyable Startup (One who does the business to serve the customer needs like Amazon, uber)
5. Big Business Startup (Large scale level business like Sakthi Masala, TVS group, Ashok Leyland, HUL, Godrej company etc.)
6. Social Startup (It deals with to solve social issues and provide safe and secure atmosphere)

He elaborated about the lean startup, three steps involved in the lean start up process, key areas of lean startup, examples of lean startup and Lean Startup principles outlined by Eric Ries.

He explained about minimum viable product, examples of MVP, stages in MVP, team, product and market are three areas of MVP.

He clearly explained about How to attain product market fit, basic elements of successful product market fit, how startups achieve product fit, when do we need product market fit, successful products in India, ideas and tips for running successful business and unicorn company.

4. Photographs







5. Feedback

Students gave a positive feedback about the session, learnt about Lean startup and Minimum Viable product.

6. (i) Number of Staff Participants: 04

(ii) Number of Students Participants: 184

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

Workshop on Intellectual Property Rights (IPRS) and IP Management for Start-up

IIC – Q3 Calendar Activity

1. Objective

To orient about Intellectual Property Rights and IP Management for Start-up.

2. Agenda (Date & Time, Venue , Guest details)

Date: 23.08.2022

Time: 1.30 PM – 3.30 PM

Venue: B – Block Conference hall

Speaker: Dr. N. Sudha,

Asst. Prof. of Chemistry and Head – IIC,
Muthayammal College of Arts and Science,
Rasipuram.

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

Oriented the students on the following topics.

- Tangible and Intangible assets
- Intellectual Property Rights (IPRs)
- Types of IPRs: Trademark, Patent, Copy right, Trade Secret, Geographical Indication, Plant varieties, Industrial design, Trade secret, etc.
- Patent: Types of Patent, Patent search, legal requirements, IPR filing and Patent application.
- Steps involved in patent filing:
 - i. Filing of the Patent Application in an appropriate Patent Office
 - ii. Publication of the filed Patent Application by the Patent Office
 - iii. Filing a Request for examination in the Patent Office
 - iv. Patent registration or grant
- Importance of intellectual Property Rights (IPRs) for a Start-up
- Intellectual property Management

➤ IP Management for a Start-up

Finally conducted a competition on Geographical indication, Trade mark, Industrial design, etc. Students actively participated and gave the answers in an enthusiastic manner.

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Institution's Innovation Cell
Organizes
Workshop on
Intellectual Property Rights (IPRs) and IP Management for Start-up

Speaker
Dr.N.SUDHA
Assistant Professor and Head - IIC
Innovation Ambassador
Muthayammal College of Arts & Science
Rasipuram

23rd AUGUST 2022
01:30 PM

Venue
B - Block Conference Hall

www.mca.ac.in | www.facebook.com/mca.ac.in | www.instagram.com/mca.ac.in | www.youtube.com/mca.ac.in

www.mca.ac.in

4. Photographs







5. Feedback

Students gave positive feedback about the session was useful and are satisfied with the explanation and got clarified about Intellectual Property Right and its types.

6. (i) Number of Staff Participants: 4

(ii) Number of Students Participants: 178

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

**Session on Incubation Opportunities for Students –
Early Stage Entrepreneurs
IIC Q4 Calendar Activity**

1. Objective

To orient about the incubation opportunities for Students – Early stage Entrepreneurs.

2. Agenda (Date & Time, Venue , Guest details)

Date: 24.08.2022

Time: 10.30 PM – 12.30 PM

Venue: B – Block Mini Seminar Hall

Speaker: Mr. V. Karthi,

Proprietor & CEO,

Shine Tech Machines & Sky Bow Tech Machines,

Salem.



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MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE, COIMBATORE, TAMIL NADU, INDIA

Institution's Innovation Council (IIC)



Organizes

Session on

Incubation Opportunities for students - Early Stage Entrepreneurs



Resource person

Mr. V. Karthi M. Sc., M. Tech

Proprietor

Shine Tech Machines &
Sky Bow Tech Machines
Salem



24th AUGUST
2023



10.30
AM

Venue
B - Block Mini Seminar Hall

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

Chief Guest Mr. V. Karthi Proprietor and CEO, Shine Tech Machines and Sky Bow Tech Machines, Salem, explained about the incubation opportunities for our students.

He motivated the students to focus innovation related to their subjects. Understanding of the subject is more important to bring out innovation. Students should love themselves, should visualise their subject while studying.

He interacted with the students about the incubation opportunities of their ideas and gave several tips to bring out their innovation in a better way.

He insisted to have a proper and thorough Market survey of their products. He kindled the students to focus on waste to wealth and have an uniqueness in their products.

He also shared his journey of an entrepreneur with hurdles and success stories.

Overall the students, enjoyed the program and got assistance for their Entrepreneur journey.

4. Photographs









Rasipuram, Tamil Nadu, India

F63M+638, Vengayapalayam, Rasipuram, Tamil Nadu
637406, India

Lat 11.453688°

Long 78.232734°

24/08/22 11:00 AM



Seerapalli, Tamil Nadu, India

F65W+947, Seerapalli, Tamil Nadu 637406, India

Lat 11.458356°

Long 78.246725°

24/08/22 10:53 AM





5. Feedback

Students gave a positive feedback about the session, learnt about to the innovation related to their subjects and incubation opportunities.

6. (i) Number of Staff Participants: 03

(ii) Number of Students Participants: 74

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

World Entrepreneurs Day Celebration

IIC – Celebration Activity

1. Objective

To celebrate World Entrepreneurs Day by presenting ppts and videos of the Inspirational Entrepreneurs by IIC students.

2. Agenda (Date & Time, Venue , Guest details)

Date: 24.08.2022

Time: 1.30 PM – 4.00 PM

Venue: B – Block Conference Hall

Participants: IIC Team Members

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

To motivate students towards Innovation and Entrepreneurship, our MCAS Institution's Innovation Cell celebrated World Entrepreneurs Day. IIC student members from various discipline presented the history, entrepreneurial journey path about Inspirational Entrepreneurs.

The following students explained the history and entrepreneurial journey path of their Inspirational Entrepreneurs by power point presentations and videos.

1. A. Varun, II – BBA
2. V. Abi, III – B. Sc., Physics
3. S. Lokesh, III – B. Sc., Physics
4. S. Ganesh, II – B. Com. CA.
5. S. Sushmita, II – B. Com. CA.
6. L. U. Sedhu Rajan, II – B. Com. CA.
7. Renuka Devi, I – B. Sc., Physics
8. P. Sowndarya, I – B. Sc., Physics
9. M. Swetha, I – B. Sc., Physics
10. S. Maheswari, I – B. Sc., Physics
11. S. Dhivyadharshini, III – B. Sc., Chemistry

12. S. Keerthana, III – B. Sc., Chemistry

13. S. Kaviya, III – B. Sc., Chemistry

14. M. Srimathi., III – B. Sc., Chemistry

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**Institution's Innovation Council (IIC)
&
Entrepreneurship Development Cell (EDC)**

CELEBRATES

World Entrepreneurs Day

Resource person
IIC Team Members
Muthayammal College of Arts & Science
Rasipuram

25th AUGUST 2022

01.30 PM

Venue
B - Block Conference Hall

www.muthayammal.ac.in

4. Photographs







5. Feedback

Students gave a positive feedback about the session and expressed their gratitude to prove their talents in presenting history and entrepreneurial journey path of their Inspirational Entrepreneurs by power point presentations and videos.

6. (i) Number of Staff Participants: 04

(ii) Number of Students Participants: 134

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

Celebration of World Intellectual Property Day

1. Objective

To impart and create awareness on intellectual property by celebrating World Intellectual Property Day.

2. Agenda (Date & Time, Venue , Guest details)

Date: 26.04.2022

Time: 10.15 AM – 12.30 PM

Venue: B – Block Conference Hall

Speaker: Dr. P. Kavitha,
Assistant Professor of Computer Application,
R & D Member,
Muthayammal College of Arts and Science,
Rasipuarm.

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

To impart and create awareness on intellectual property and its importance, our MCAS Institution's Innovation Cell celebrated World Intellectual property Day. Dr. P. Kavitha, Asst. Prof. of Computer Application explained the basics of Intellectual Property Rights, its types and definitions with different examples. She insisted about the importance of invention, which is capable of industrial application, inventive step, patent literature, patent search, published documents, identifying invention and patent documents, its background section, detailed description, claims, drawings, geographical indications, Trademark, Trade secret, etc. She also conducted a competition to impart the team work in innovation and entrepreneurship ecosystem.

4. Photographs



5. Feedback

Students learnt about intellectual property and importance and felt happy in participating team work competition..

6. (i) Number of Staff Participants: 03

(ii) Number of Students Participants: 92

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

Session on Sources of Funding for Budding Entrepreneurs

IIC Q4 Calendar Activity

1. Objective

To orient the students about sources of funding for early stage entrepreneurs.

2. Agenda (Date & Time, Venue , Guest details)

Date: 27.08.2022

Time: 10.30 AM – 12.30 PM

Venue: B – Block Conference Hall

Speaker: Mr. M. Sathish Kumar, MBA.,

Assistant Manager,

Karur Vysya Bank,

Alathur Branch,

Thiruvnamalai.



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MUTHAYAMMAL, MAMMALAI, Dt.-DINDIGUL, TAMIL NADU, INDIA

Institution's Innovation Council (IIC) & Entrepreneurship Development Cell (EDC)



Organize

Session on

Sources of Funding for Budding Entrepreneurs



27th AUGUST
2022



10.30
AM



Resource Person
Mr. M. Sathish Kumar MBA
Asst. Manager
Kannur Vysya Bank
Alathur Branch
Thiruvannamalai

Venue : B - Block Conference Hall

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www.vanabgroup.in

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

Chief Guest Mr. M. Sathish Kumar explained Angel funding - An angel investor (also known as a private investor, seed investor or angel funder) is a high-net-worth individual who provides financial backing for small startups or entrepreneurs. Often, angel investors are found among an entrepreneur's family and friends, typical sources of Angel investment, crowd funding and its advantages.

Explained about Venture capital – A form of private equity and a type of financing those investors provide to startup companies and small businesses that are believed to have long term growth potential. Venture capital generally comes from well-off investors, investment banks, and any other financial institutions.

Features of venture capital investments like

- High Risk
- Lack of Liquidity
- Long term horizon
- Equity participation and capital gains
- Venture capital investments are made in innovative projects
- Suppliers of venture capital participate in the management of the company

Elaborated about mutual fund and its types, investment in mutual fund, documents needed and importance of nomination.

4. Photographs





5. Feedback

Students gave a positive feedback about the session, learnt about the sources of funding for their entrepreneurial career.

6. (i) Number of Staff Participants: 04

(ii) Number of Students Participants: 166

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

Motivational Session by Successful Innovator

1. Objective

To motivate the students by sharing the experiences faced by the successful innovator.

2. Agenda (Date & Time, Venue , Guest details)

Date: 28.01.2022

Time: 2.30 PM – 4.00 PM

Venue: Online – Google meet

Speaker: Mr. P. Praveen,

Managing Director,

Innovating Green Technology,

Land Safe Trade Pvt. Ltd. India,

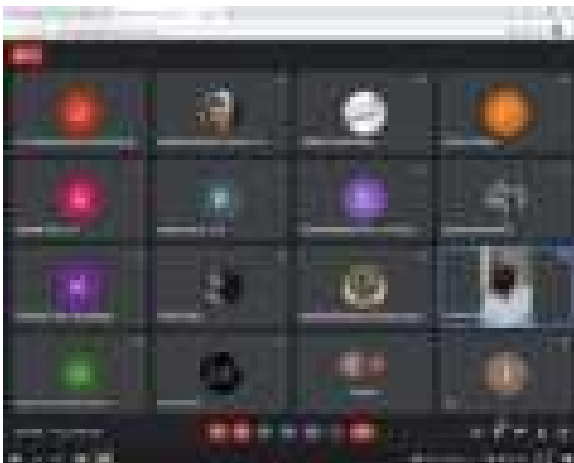
Sea Benz Hub Ltd. Mauritius,

Hermico Pvt. Ltd. India

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

Chief Guest explained about innovation is something new and attracting the market in new way. He prepared biodegradable bags from Cassava (Tapioca) which was not accepted by the market for the first nine months. It can't get recycled, but biodegradable after certain period. Using green technology lot of carry bags created, by small alteration in the bags, even a small work makes a lot of succeed. He advised the students to take risk with likeness, risk should be high to reach the big target and be calculative in your work. Ambition should be high at any cost, we should not have low level ambition. After sometime, the government banned the plastic bag products. Then the biodegradable bags came into demand. We can innovate anything with no geographical hindrance. We have lot of options to find the best. To enter into a market, needs new innovations, degrades within 120 days. He has done several researches in organic farming, nanotechnology in agriculture. An innovator should always be ready to take the risk; it should be calculative, risk management and redesign your future.

4. Photographs



5. Feedback

Students gave positive feedback about the session, and learnt about risk management, attracting towards innovation, redesigning the future.

6. (i) Number of Staff Participants: 7

(ii) Number of Students Participants: 55

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

Session on Problem Solving and Ideation

1. Objective

To orient the students about Problem solving and Ideation.

2. Agenda (Date & Time, Venue , Guest details)

Date: 28.02.2022

Time: 11.00 AM – 12.30 AM

Venue: Online – Google meet

Speaker: Dr. N. Nithiya,

Assistant Professor of Chemistry and Innovation Ambassador,
Muthayammal College of Arts and Science,
Rasipuram.

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

Chief Guest explained about the problems and problem solving approach. She explained elaborately about six-steps in problem solving model such as

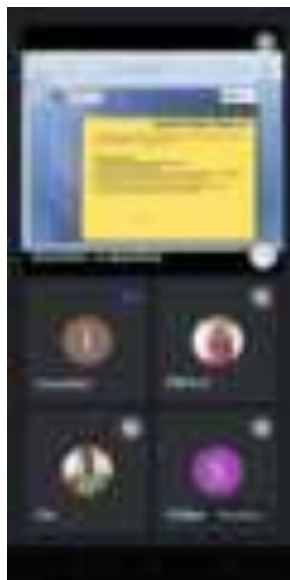
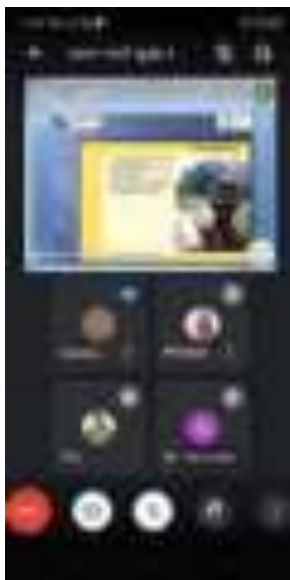
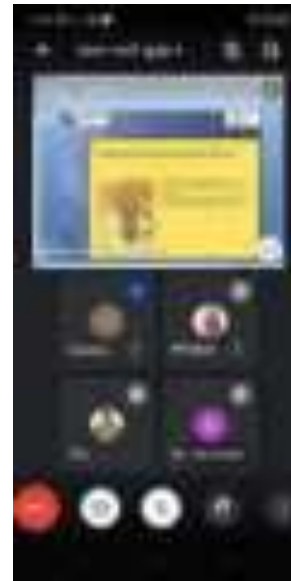
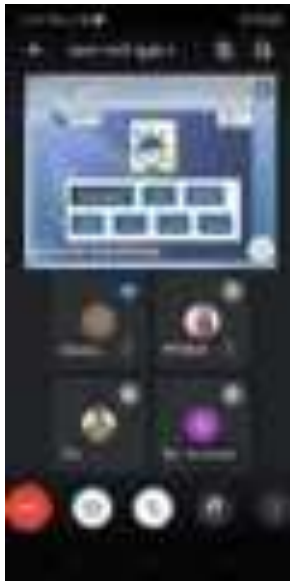
- i. Define the problem
- ii. Determine the root cause(s) of the problem
- iii. Develop alternative solutions
- iv. Select a selection
- v. Implement the solution
- vi. Evaluate the outcome

She also explained about a problem solving skills with an example which was done by Prof. Dhimant Panchal, Chair, Professor, Prof. H Kumar Vyas Design Chair, MIT Institute of Design, MIT ADTU, Pune.

She gave the tips how to improve the problem solving skills. Conducted a problem solving exercise to find an innovative product using umbrella.

She emphasized and motivated the students to take part in Smart India Hackathon 2022 to solve the software and hardware problems which was given by Ministry of Govt. of India and various other departments and sectors.

4. Photographs



5. Feedback

Students gave positive feedback about the session, learnt about problem solving and ideation, Smart India Hackathon.

6. (i) Number of Staff Participants: 8

(ii) Number of Students Participants: 20

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

Workshop on Entrepreneurship Skill, Attitude and Behaviour Development

1. Objective

To orient the students on Entrepreneurship Skill, Attitude and Behaviour Development.

2. Agenda (Date & Time, Venue , Guest details)

Date: 28.02.2022

Time: 2.30 PM – 4.00 PM

Venue: Google meet

Speaker: Dr. G. Radhika,

Head – Department of Business Administration,

E-Cell Coordinator,

Valluvar College of Science and Management,

Karur.

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

Chief Guest explained about how to identify the problem in and around us, making

Mini Cpu, water indicator in the water tank, Vacuum absorber in the duster and Shared Red bus story.

Explained about the characteristics of Entrepreneur such as Confidence, Risk taker, self confident, Positive, Persuasive Competition, Competitive, takes initiative, Goal driven. Drive, Highly motivated, High energy, flexibility, flexible, Adaptive change is an opportunity, Tolerates ambiguity, Core value, trustworthy, Honest, Problem solving, problem solver, Creative, innovation, imaginative, Learns from failure.

Entrepreneurial skills like Inner discipline, Ability to take risk, Innovative, change - Oriented, Persistence.

Technical skills such as Operations specific to industry, Communication, design thinking Research and Development, Environmental observation.

Management skills such as Planning, Decision Making Motivating Marketing, Finance, selling.

Importance of Entrepreneurship – Skills such as Planning Communication, Time Management, Negotiation, Leadership, public speaking, Active listening Networking, social media marketing, positive mindset. Conceptual thinking, Analytical thinking.

4. Photographs





5. Feedback

Students gave positive feedback about the session, and learnt about Entrepreneurship Skill, Attitude and Behaviour development.

6. (i) Number of Staff Participants: 8

(ii) Number of Students Participants: 32

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

Celebration of World Earth Day – Invest in Our Planet

1. Objective

To impart and create awareness on Invest in our planet by celebrating World Earth Day.

2. Agenda (Date & Time, Venue , Guest details)

Date: 29.04.2022

Time: 2.00 PM – 4.00 PM

Venue: B – Block Mini Seminar Hall

Speaker: IIC Members

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

To impart and create awareness on Invest in our planet, our MCAS Institution's Innovation Cell celebrated World Earth Day. IIC student members from various discipline delivered speech, presented videos, chart and power point presentations. Our Director – Academics Dr. R. Selvakumaran, gave awareness on Invest and Preserving our planet Earth, and motivated the students speech and presentations.

The following students exhibited their talents on the topic Invest in our Planet

1. Ms. M. Sofia Azeema from I – B. Com., (Speech)
2. Mr. V. Deepak from I – B. Com. CA., (Speech)
3. Mr. J. Madhan Prasanth from II – B. Com. CA., (Speech)
4. Ms. E. Madhumitha from I – B. Sc., Microbiology (Chart)
5. Ms. G. Priya from III – B. Sc., Microbiology (PPT)
6. Ms. M. Ramya and Ms. T. Poomani from I – B. Com., (PPT)
7. Mr. L. U. Sedhurajan from I – B. Com. CA., (PPT)
8. Ms. C. Ramya and Ms. K. Swarnamithra from II – B. Com. CA., (PPT)
9. Ms. S. Dhivyadharshini from II – B. Sc., Chemistry (PPT)
10. Ms. S. Kanmani, Ms. G. P. Dharshini, Ms. S. Dhivyadharshini, Mr. M. Venu Aravind and Mr . S. Thirunavukarasu (Video)

4. Photographs





5. Feedback

Students gave a positive feedback about the session and expressed their gratitude to prove their talents in speech, presenting videos and ppts.

6. (i) Number of Staff Participants: 02

(ii) Number of Students Participants: 95

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

How to Align Towards Innovation Ecosystem - An Introduction

1. Objective

To impart and motivate the students with the introduction on how to align towards the innovation ecosystem.

2. Agenda (Date & Time, Venue , Guest details)

Date: 30.03.2022, 31.03.2022, 05.04.2022 and 06.04.2022

Time: 2.00 PM – 4.00 PM

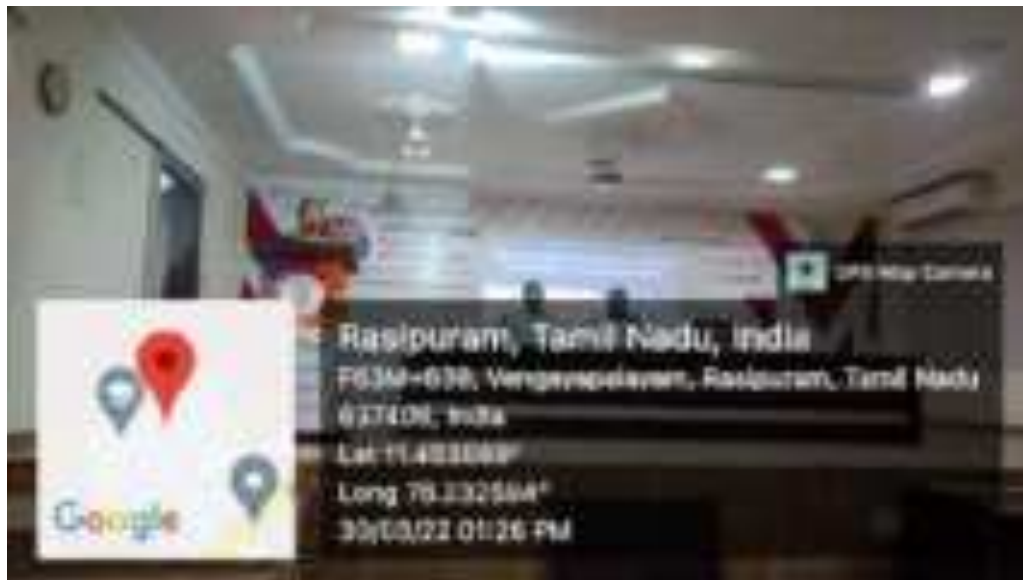
Venue: B – Block Conference Hall

Speaker: Dr. N. Sudhakar,
R & D Head,
Muthayammal College of Arts and Science,
Rasipuarm.

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

Chief guest Dr. N. Sudhakar, R & D Head, motivated the students about invention and innovation with definition and several examples. He kindled the students on how to innovate, linear and lateral thinking with different questions and competitions, puzzles. He also explained about the process, types of innovations and its advantages, protection the invention and innovation through patent. He highlighted the process of innovation as Copy, Transform and Combine and conducted a competition using the fundamentals of the concept model D.I.S.R.U.P.T – Derive, Improve, Separate, Repurpose, Unite, Personalize and Transform. He gave tips and general knowledge on first patent, inventors month, gas mask, bifocal lens, etc.

4. Photographs







5. Feedback

Students learnt about invention, innovation and how to innovate by lateral thinking. They gave positive feedback and shows more interest to attend next IIC program.

6. (i) Number of Staff Participants: 04

(ii) Number of Students Participants: 310

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

Session on Achieving Value Proposition Fit and Business Fit

IIC Q4 Calendar Activity

1. Objective

To orient the students about achieving value proposition fit and business fit for their entrepreneurial journey.

2. Agenda (Date & Time, Venue , Guest details)

Date: 30.08.2022

Time: 1.15 PM – 2.25 PM

Venue: Online – Google meet & B – Block Confernce Hall

Speaker: Dr. R. Swarnalatha,
Asso. Prof. and Head,
Department of Management Sciences,
(Retail Management)
PSG College of Arts and Science,
Coimbatore.



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Institution's Innovation Council (IIC)



Organizes

Session on

Achieving Value Proposition Fit & Business Fit

Resource Person

Dr. R. Swarnalatha

Associate Professor & HOD
Department of Management Sciences
(Retail Management)
PSG College of Arts and Science
Coimbatore



30th AUGUST
2022



01.30
PM



Google Meet

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

Chief guest Dr. R. Swarnalatha, explained about Achieving Value Proposition Fit and Business Fit in a simple manner as follows.

Business model and its components – Business model refers to a company's plan for making a profit.

Examples of business models like Microsoft, Flipkart, Big basket, Zomato, etc.

Business Model Canvas, its components and importance.

Fintech player's examples like Paytm, UPI, BHIM, Phonepe, Google pay, etc. and Fintech business models in India.

Lean Canvas, components of Lean Model Canvas and its value proposition.

Value proposition canvas – Product and Customer, the parts of value proposition and how do we achieve for a product.

The ways to achieve business fit and value proposition fit.

Insisted the importance of innovation by highlighting India's Global innovation rank jumps from 81 to 48 from 2015 – 2020.

Also highlighted the design thinking process and its approach.

4. Photographs



Microsoft Edge

Business Model Canvas

BUSINESS MODEL CANVAS				
<p>Customer Segments</p> <p>Value Proposition</p>	<p>Channels</p> <p>Customer Relationships</p>	<p>Revenue Streams</p>	<p>Cost Channels</p> <p>Cost Structure</p>	<p>Profit Margin</p>
<p>Key Resources</p> <p>Key Activities</p> <p>Key Partners</p>		<p>Business Model Canvas</p>		

Meeting controls: Mute, Video, Chat, Share, Stop Meeting

Microsoft Edge

Lean Business Model

LEAN BUSINESS MODEL				
<p>Customer Segments</p> <p>Value Proposition</p>	<p>Channels</p> <p>Customer Relationships</p>	<p>Revenue Streams</p>	<p>Cost Channels</p> <p>Cost Structure</p>	<p>Profit Margin</p>
<p>Key Resources</p> <p>Key Activities</p> <p>Key Partners</p>		<p>Lean Business Model</p>		

Meeting controls: Mute, Video, Chat, Share, Stop Meeting

Microsoft Edge Browser

Zoom Meeting

The Parts of a Value Proposition

How does your business create value for your customers?



- Identify your target customer
- Identify the unique value proposition you offer your target customer
- Consider the key features of your offering
- Determine the benefits your offering can deliver to your customer
- Analyze the competitive landscape to see how your offering compares

Zoom Meeting Controls: Mute, Video, Chat, Share Screen, Stop Video, End Meeting, Join Audio Meeting

Microsoft Edge Browser

Zoom Meeting

The Parts of a Value Proposition

How does your business create value for your customers?

PROBLEM	We are not well-stocked!	We need better Supplier Relationships
PROPOSED SOLUTION	We're getting cheaper! We provide our products by air!	We need better Market Segments
CHANNELS	We are price competitive! We have an efficient distribution	We need better Industry Structure

Zoom Meeting Controls: Mute, Video, Chat, Share Screen, Stop Video, End Meeting, Join Audio Meeting

Zoom Meeting | Video Off | [Icons]

Zoom Meeting | [Icons]

Ways to achieve Business Fit

- Business Fit is evidenced when you can take the value proposition and deliver it within a profitable and scalable business model
- Personality/Culture/Environment Fit
- Problem-Solution Fit
- Value Proposition / Product-Market Fit
- Financial Fit (3 Scenarios)
- Market Penetration Fit

Zoom Meeting | Video Off | [Icons]

Zoom Meeting | Video Off | [Icons]

Zoom Meeting | [Icons]

Ways to achieve value Proposition Fit

- **DESIGN** - It is better. Red and reiterate. Striving for fit is the pursuit of value proposition design. It value proposition should be communicated to customers clearly, and through take a story, clear headline that communicates the primary benefit to the customer. The headline should be a single verbiage sentence, phrase, or even a single line.
- **COMMUNICATE AND DESIGN CLEAR FIT** - It should clearly explain how a product fits a need, communicate the benefits of its value proposition, and state the reason why it's better than competitors' offerings.
- **PROFITABLE** - Profitable value proposition should be attractive and profitable. It should have a good economic.
- **REINFORCE** - As you deliver product market fit, your value proposition will begin to truly resonant with and create value to customers.
- **CUSTOMER MARKET** - Product market fit describes a scenario in which a company's target customers are buying, using, and paying for a product or service, and the product is meeting customer's needs and profitability.

Zoom Meeting | Video Off | [Icons]







5. Feedback

Students learnt about the achieving value proposition fit and business fit in a detailed manner.

6. (i) Number of Staff Participants: 03

(ii) Number of Students Participants: 157

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



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HANPURAM, MATHURAI - 627 408, TAMIL NADU, INDIA

Department of Physics

Organizes



Google Meet

on

Growth of High-Quality Single Crystals and its Applications



Speaker

Dr. P. KARUPPASAMY

Research Scientist

SSN Research Centre

SSN College of Engineering

Chennai- 603110

Tamil Nadu, India



**4th JAN
2022**



**10.00
AM**

Venue : B-Block Conference Hall





MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE
 (A Unit of VANETRA Group)
 Rasipuram – 637408, Namakkal DT.



DEPARTMENT OF PHYSICS

Webinar on “Growth of High-Quality Single Crystals and Its Applications”

04.01.2022

Tuesday

10.05 AM

B - Block Conference Hall (Google Meet)

- Welcome Address** : **Ms.SRI RAJARAJESWARI**
B.M.Sc, Physics
MCAS
- Felicitation Address** : **Dr.S.P.VIJAYAKOMAR**
Principal
MCAS
- Presidential Address** : **Dr.RSELVAKUMARAN**
Director - Academics
VMU
- Introductory Remarks** : **Mrs.MJEEVATHI**
Head, Department of Physics
MCAS
- Keynote Address** : **Dr. P. KARUPPASAMY**
Research Scientist
SSN Research Centre
SSN College of Engineering
Chennai - 603 110
- Note of Thanks** : **M.M.MASTHESWARI**
B.L.Sc, PHYSICS
MCAS

Methayansool College of Arts and Science, Rasipuram

DEPARTMENT OF PHYSICS

ONE DAY WORKSHOP ON INSTRUMENTATION TECHNIQUES

1. Objective

- Participated students get the information about the research
- They get the principle and working of FTIR and UV-Vis spectrophotometers
- They also get the information about the electrospinning set

2. Agenda

- Topic: ONE DAY WORKSHOP ON INSTRUMENTATION TECHNIQUES
- Date: 11.05.2022
- Time: 9.30 am to 1.30 pm
- Venue: Physics R&D lab and MCAIR lab

3. Subject/topic dealt with (minimum 20-30 lines)

- Students get the hands-on training and they learn to handle the FTIR instrument for identifying the functional groups of the organic compounds
- Students gained the knowledge about the fabrication of polymeric nanofibres using dual electrospinning set
- Second session of this workshop taught to use origin software for plotting the FTIR spectrum as well as XRD pattern

4. Photos



5. Feed Back



MUTHAYAMMAL
COLLEGE OF ARTS
& SCIENCE

Autonomous
K. J. Somaiya Institute of
Technology, Sion, Mumbai - 400 022

Affiliated to Anna University, Chennai
Accredited by NAAC with 'A' Grade
Recognized by UGC under section 2(F) & 12(B)
Recognized by STAR College Scheme - 1977, 2019, 2020



Address: Muthayammal College of Arts & Science, Sion, Mumbai - 400 022

Muthayammal Centre for Advanced Research (MCAR)

Organizes

One Day Workshop

on

Instrumentation Techniques

For MCAS students only

Contact :

Dr.R.VIJAYAKUMAR

phrvr@muthayammal.in

7871836276

Forenoon:

1st Batch

(Venue: MCAR Lab)

- FTIR Spectrometer
- UV-VIS Spectrometer

2nd Batch

(Venue: Physics R&D Lab)

- Electro Spinning Unit
- Origin Software Training

Afternoon:

1st Batch

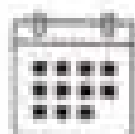
(Venue: Physics R&D Lab)

- Electro Spinning Unit
- Origin Software Training

2nd Batch

(Venue: MCAR Lab)

- FTIR Spectrometer
- UV-VIS Spectrometer



11th MAY
2022



10.00 to 3.30
AM PM

- **Totally two batches will be allowed**
(16 students per batch)
- **Students from II PG Physics only**
- **No Registration fees**
- **Certificate will be provided**

Conveners :

Dr.K.SANGEETHA

Assistant Professor (R&D)

Department of Physics

Dr.R.VIJAYAKUMAR

Assistant Professor (R&D)

Department of Physics

One Day Workshop on Instrumentation Techniques

Registration Form

Name: A Anubhavgupta

Hall No: 509PH003

Department: Physics

Email ID: 509ph-003@mcgill-education.in

I allow the student from our department to participate in one day workshop organized by MCAR.

A Anubhavgupta
Student Signature

H. D. D.
Signature of the HOD

G. S. S.
Signature of the
Convener

✦ Updates will be communicated to the provided email id.

Muthayammal College of Arts & Science, Rasipuram.

(A unit of VANETRA Group)

Department of Mathematics

WORKSHOP on LATEX

Six Point Structure

1. Objective:

- (i) To provide the knowledge of Latex theory
- (ii) To provide practical knowledge on latex
- (iii) To develop conceptual knowledge for UG students

2. Agenda:

- (i) Chief Guest: Mrs., M . SUJATHA M.Sc.,Mphil.,(SET)

Head and Assistant professor,
Department of Mathematics (PG),
K.S.R College of Arts and Science College(Autonomous)
Thiruchengode
Namakkal -637215.

Date: 11.04.2022

Place: A Block –Lab A1

Time: 09.30 am – 04.00 pm

- (ii) Chief Guest: Mr., S.Sridhar .,

Assistant professor ,
Department of Mathematics(PG),
K.S.R College of Arts and Science College(Autonomous)
Thiruchengode
Namakkal -637215.

Date: 12.04.2022

Place: A Block –Lab A1

Time: 09.30 am – 04.00 pm

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

Latex is, strictly speaking , a programming language and turing complete. Or rather, Latex is a macro package for Tex which is the actual turing complete programming language. The type setting – specific tools latex provides probably cant however, be considered a full programming language on their own anymore. Latex files contain markup language that enables them to be readily converted to other outputs.

3. Photographs.





4. Feedback:

- (i) Workshop is very useful to UG Students and Faculty members for attending the practical knowledge about latex.
- (ii) This helps to get the clarity about the latex.
- (iii) We need more workshop like this.

5. (i) Number of Staff Participants: 02

(ii) Number of Students Participants: III B.Sc., Mathematics - 111

Date : **31.03.2022**
Programme: **One day Workshop on Embedded system and Automation**
Dept : **Electronics & Communication**
Place : **D-Block Mini seminar Hall**

1. OBJECTIVE

- ❖ To present and discuss the Embedded system architecture, to write the software for the processor, Debug the software, to interface peripherals with the processor
- ❖ Embedded systems are ideal for use in automated systems. The goal of automated systems is to increase the speed of manufacturing and other operations while reducing the risk of human error and increasing operator safety. Automation applications rely on embedded flash memory to execute processes.
- ❖ 8051 microcontroller needs Keil software for its programming. Programming can be done in C language or assembly language.
- ❖ The Keil 8051 Development Tools are designed to solve the complex problems facing embedded software developers. When starting a new project, simply select the microcontroller you use from the Device Database and the μ Vision IDE sets all compiler, assembler, linker, and memory options for you.
- ❖ 59 Participants have actively participated with lots of Zeal and enthusiasm.
- ❖ Our department staff members actively participated in the event to grand success.

2. AGENDA

- ❖ One day Workshop conducted by department of Electronics and Communication
- ❖ Time 10.00AM -3.30 PM
- ❖ 10.05 AM-Welcome address
- ❖ 10.10 AM- Introductory Remarks
- ❖ 10.20 AM-11.05 AM –Introduction to Embedded system and Automation
- ❖ 11.05AM-11.20 AM- Tea Break

- ❖ 11.25 AM -12.30 PM-Microcontroller basic port functions and Applications
- ❖ 1.05 PM-3.00 PM- Keil and proteus simulation Demonstration
- ❖ 3.15 PM-Certificate distribution
- ❖ 3.30 PM-Vote of thanks

3. SUBJECT

- ❖ Session-I Handled by Resource person Mr.M.Kanagasabapathi, Keynote session on basic concept in embedded system design and automation.
- ❖ Session-II Handled by Resource person Mr.M.Kanagasabapathi to give Brief exposure to understand the Keil software, Keil and proteus simulation software Demonstration

4. PHOTOS





5. FEED BACK

- ❖ This workshop covered basic terminologies regarding Embedded System and Automation. Participants got the 8051 Microcontroller basic functions and its applications.

6. Electronics & Communication Department Team