



SRI RAMAKRISHNA ENGINEERING COLLEGE

[Educational Service: SNR Sons Charitable Trust]

[Autonomous Institution, Reaccredited by NAAC with 'A+' Grade]

[Approved by AICTE and Permanently Affiliated to Anna University, Chennai]

[ISO 9001:2015 Certified and all eligible programmes Accredited by NBA]

Vattamalaipalayam, N.G.G.O. Colony Post, Coimbatore – 641 022



EXPERIENTIAL LEARNING

ENTREPRENEURSHIP CELL



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ENTREPRENEURSHIP DEVELOPMENT CENTRE (EDC)

Campus Venture

Sept 12 - 25, 2021



Venture

Venue: SRRC Campus

Time: 9 AM - 6 PM



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REPORT

The Entrepreneurship Development Centre (EDC) has put up a campus venture stall from September 12-25, 2021. The objective of the programme is to instill the creative mindset in budding young students. Every during this event will be conducted focusing on selling products to the students who were in the hostel and also few in the campus. All the students' utensils such as beds, pillows and other accessories were sold and the profit will be deposited in the EDC account. It was a golden opportunity for the students who were willing to have a startup and become entrepreneurs. The students will learn about the ways for procuring the items from the vendors, negotiations, logistics/supply chain management, finance management and accounting. The very important part is the innovative ways of marketing the products and also the team management. The students were highly motivated and engaged themselves in the campus venture activities. This event will surely enhance and sharpen their business acumen in terms of entrepreneurial mindset and to learn about how to manage the business.

EDC Chief Coordinator

Dr. R. MARY METILDA
Chief Coordinator - Entrepreneurship Development Cell (EDC),
Sri Ramakrishna Engineering College,
Coimbatore - 641 022.



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ENTREPRENEURSHIP DEVELOPMENT CENTRE (EDC)

Online Workshop on “Clinic session - Ideation & Opportunity Evaluation”

Oct 06, 2021



Resource Person:

Mr.G.Guru Prasandh
CEO & Founder,
Medsby Healthcare & Engineering Solutions,
Coimbatore.

Venue: Online Webex Platform

Time: 3 PM – 4.30 PM



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PROFILE

Mr. Guruprasanth

A passionate leader, academician and atech entrepreneur with good communication and engineering skills .

Converts strategic plans into tactical reality through guiding clients in establishing themselves as viable business. Devises and implements new programs and initiates successful processes to produce new product with maximum revenue. Diversified background in operations and engineering management . distinguished for an entrepreneurial mindset, creative problemsolving, crossfunctional teams and a bottom-line orientation.

SKILLS

- Management & Administration
- Embedded Design Manufacturing
- 3D modeling 3D Printing
- Programming

POSITIONS

CEO & FOUNDER

MEDSBY HEALTHCARE & ENGINEERING SOLUTIONS | SINCE 2013

Established Medsby an emerging technology company which is dedicated applications. The company is an innovator in Medical & Industrial 3D Printing, 3D Bio-printing, medical electronics, biomechanics and academic lab equipments.

PROGRAMME ADVISORY COMMITTEE MEMBER , PSG COLLEGE OF TECHNOLOGY | SINCE 2018

PROGRAMME ADVISORY COMMITTEE MEMBER, GOVERNMENT POLYTECHNIC COLLEGE FOR WOMEN | SINCE 2021

NATIONAL INNOVATION & STARTUP POLICY COMMITTEE, RAMCO INSTITUTE OF TECHNOLOGY | SINCE 2020 MENTOR

MACHENN INNOVATIONS | SINCE 2017

Has contributed for the establishment and growth of Machem Innovations, an emerging biomedical startup.

GUEST LECTURES

PSG College of Technology, Sri Ramakrishna Engineering College, Ramco Institute of

Technology, Kumaraguru College of Technology and CMS College of Engineering,

PUBLICATIONS

Has published an International Journal article titled

Development of Sound card based Dual Channel Novel Bio-signal Simulator for Journal of Scientific &

Industrial Research in May 2016

Has a patent pending technology "System and method of automatic health monitoring and emergency assist for a vehicle occupant".

EDUCATION

BACHELOR OF ENGINEERING, MAJOR IN BIOMEDICAL ENGINEERING

PSG COLLEGE OF TECHNOLOGY | 2010- 2014

HONOURS & AWARDS

YOUNG ALUMNI AWARD from PSG Tech Alumni Association for the year 2015 - 2016.

Has been honored as the Chief Guest for the Inaugural

Ceremony of CENTRE FOR IDEATE INTEGRATE ENTERPRISE

at CMS College of Engineering and Technology in October 2017

Has been honored as the Chief Guest for Sangraha 2018 National Level Technical Symposium on Biosensors and Bioelectronics at SRIRAMAKRISHNA ENGINEERING

COLLEGE in Feb 2018

was invited as Guest Speaker and panelist for an event

titled UK Alumni Meet by British High Commission United Kingdom in March 2016

Has been honored as the Chief Guest for MEDICINIK 2020

National Level Technical Symposium at KARPAGMACADEMY OF HIGHER
EDUCATION Feb 2020.



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REPORT

On behalf of the Entrepreneurship Development Centre, an online "Clinic session - Ideation & Opportunity Evaluation" was organized by EDC of Department of Biomedical Engineering on 06.10.2021 (3.00 - 4.30pm). The Industrial expert & mentor for the event was Mr.G.Guru prasandh, CEO & Founder, Medsby Healthcare & Engineering Solutions", Coimbatore.

In this mentoring session, each team was given an opportunity to present & pitch their innovative ideas. After their presentation the industry mentor was evaluating their ideas and gave suggestions to incorporate in order to convert their innovative ideas in to startup in the long run. Totally 5 teams consisting of 3 members in each team were presenting their innovative ideas along with their business plan and canvas model in this mentoring session. Around 20 beneficiaries participated in this mentoring session and got benefitted. This clinic mentoring session was organized by Ms.R.Sreepadmini (EDC Faculty Coordinator/AP(Sr.G)BME).

EDC Chief Coordinator

Dr. R. MARY METILDA

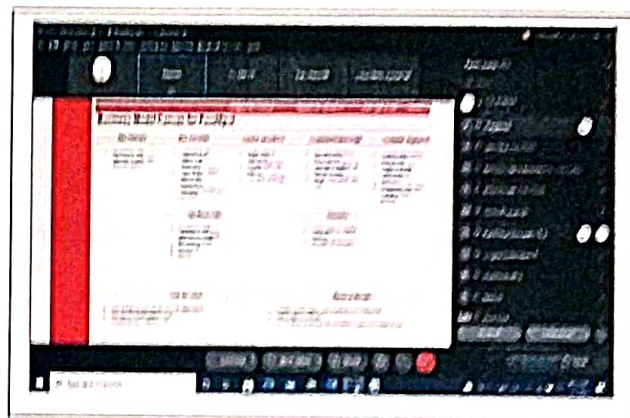
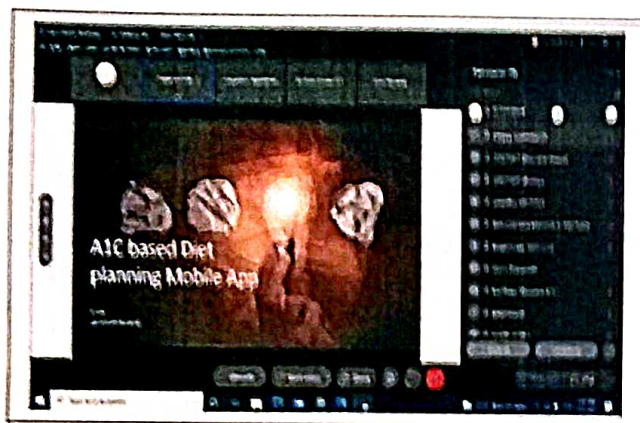
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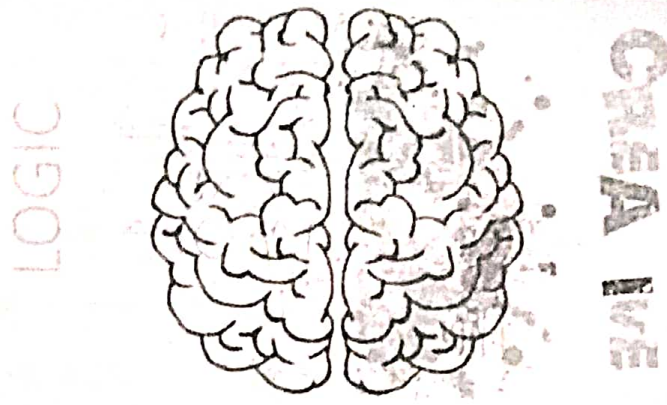
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ENTREPRENEURSHIP DEVELOPMENT CENTRE (EDC)


**SRI RAMAKRISHNA ENGINEERING COLLEGE**
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DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING
AND
ENTREPRENEURSHIP DEVELOPMENT CELL OF SREC

JOINTLY CONDUCTS WORKSHOP ON

**DESIGN THINKING ,
CRITICAL THINKING AND
INNOVATION DESIGN**



RESOURCE PERSON
DR. PALLVI ARORA
ASSISTANT PROFESSOR,
INTERNATIONAL CENTRE FOR CROSS
CULTURAL RESEARCH AND HUMAN RESOURCE
MANAGEMENT (ICCCR & HRM),
UNIVERSITY OF JAMMU, INDIA

**FEB 16, 2022 • 3.00PM - 4.30PM**
ONLINE MODE



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PROFILE

Dr. Pallvi Arora

She is an Assistant Professor at International Centre for Cross Cultural Research and Human Resource Management (ICccR and HRM), University of Jammu, India. My research interests revolve around cross cultural management, HRD, organisational behaviour, leadership, innovation and entrepreneurship. She has published with journals of national and international repute. She is also a Regional Mentor of Change for the Atal Tinkering Labs in the UT of Jammu and Kashmir, a Government of India initiative to promote innovation and entrepreneurship. She have also served as the Convenor for the Institution. Innovation Council, University of Jammu (India). She is also an Innovation Ambassador (Advanced and Basic Level) for the Institution Innovation Council, Ministry of Education, Government of India.



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REPORT

The workshop, being exclusive for the second year students basically aimed to introduce the Innovation, Startup and Entrepreneurial Ecosystem foresight of the MoE.

- a) To recognize the latest and future issues and challenges in innovation.
- b) To create feasible and user-focused solutions to design problems.
- c) To cultivate empathy and build the concepts for a real challenge through unique design thinking workshop activities.
- d) To expose the students with state of the ideas, concepts, and solutions related to the design and execution of innovation driven projects using design thinking principles.
- e) To immerse students into the world of innovation as a systematic process of tackling relevant business and/or social problems
- f) To provide a social and thinking space for the recognition of innovation challenges and the design of creative solutions.

OUTCOME OF THE PROGRAM

After attending this session the students and faculty members could have different perspectives for solving a problem. They got a clear idea of how a product evolves and on what basis the product is getting popularized. The session also focused on creating products that were not only desirable and viable but also feasible for both the customer and the manufacturer. The students also learnt about the "STANFORD DESIGN THINKING MODEL" and "THE DOUBLE DIAMOND APPROACH" which helped them to understand and implement design thinking in real time.

From the example shared by the resource person on one of her students, where the student found it difficult to satisfy his parents and his relatives over a solution that he had found for a problem statement. Though he was worried on the opinions given by them he was able to take those opinions in a positive way which helped him to understand the problem statement more in a better way and focused on making his solution simpler.

This example made the students to understand the importance of having patience, questioning the problem, questioning the assumptions, and questioning the implications of a given problem.

Discussed about how to choose the challenge statement for student's miniproject. How to apply Empathise, Analyse, Solve and Test (EAST) in their real time projects. Thus the session on "DESIGN THINKING, CRITICAL THINKING AND INNOVATION DESIGN" was really an eye-opening and blossoming session for the students and faculty members.


EDC Chief Coordinator

Dr. R. MARY METILDA
Chief Coordinator - Entrepreneurship Development Cell (EDC),
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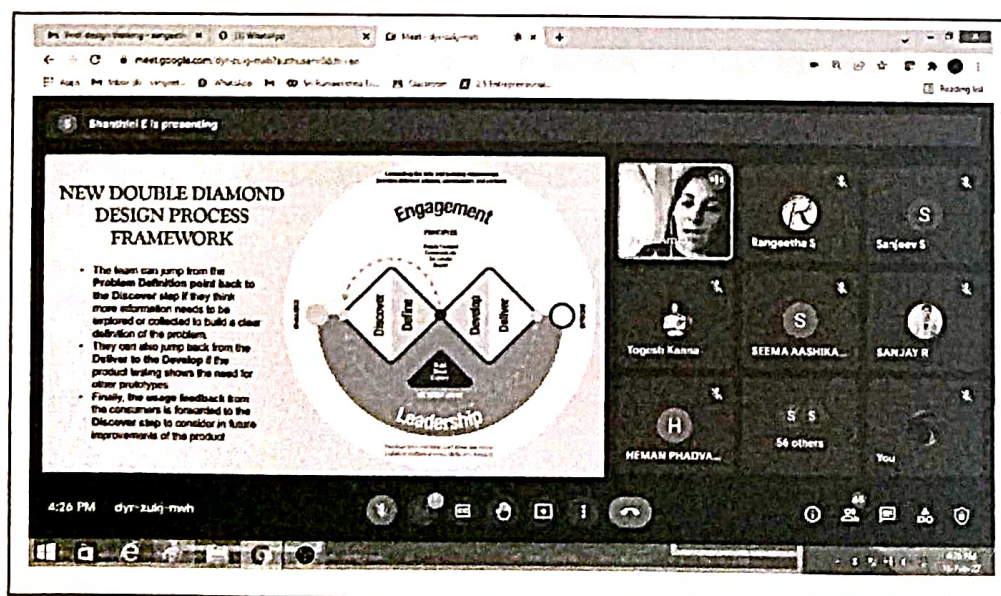
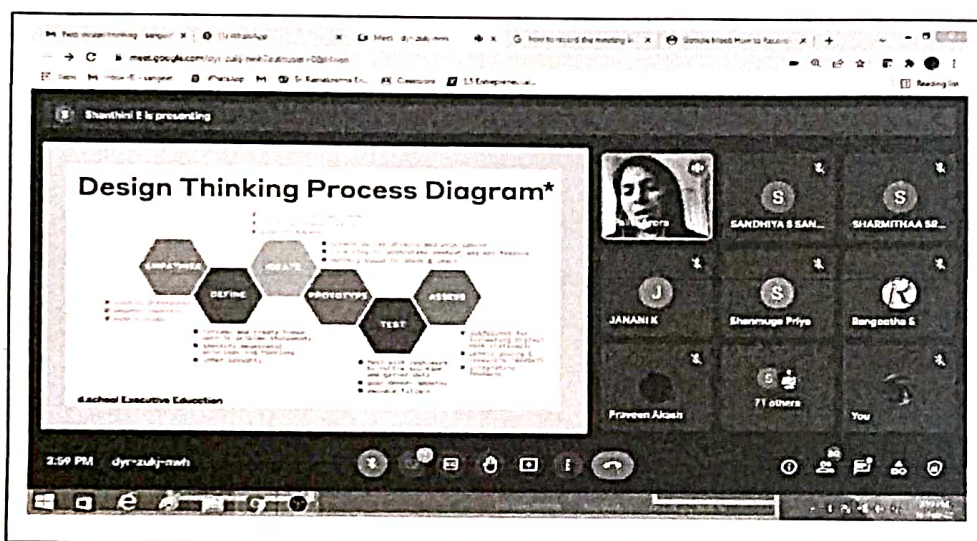
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PROFILE

Mr.Shoban.K.R

Motivational Speaker - NLP Master - Skills Developer- Career Consultant - IFPT TN Exe.Director, With a fine blend of Corporate, Academic and Government experience for 30 years, Shoban has contributed mostly on Human Resource Management and in Human Resource Development in his long career. His work experience has been with Indian Railways, IT, ITES companies and last seven years have been with academics. Shoban currently is a visiting faculty for Management Science subjects in few colleges and professional trainer in life skills.

Developing a keen sense for Life Realities from a young age, Shoban has discovered the power of inner and outer dynamics of life, where he has pool and structured these revelations into model called 6Ds. The model reveals the true purpose of life, thereby attaining confidence and hope to succeed in life among the trainees and students community. He is specialised in Holistic Life Awareness and Mind Management which would encompass the goodness in one's life by empowering success in their field and also bringing financial freedom. Shoban has trained over thousands of people across corporate and academics, Shoban have created a brand for himself in the art of training by using many innovative methods in his sessions. Shoban keenly believes in transformation of knowledge and creating an attitude and appetite for knowledge seeking among the trainees. Shoban is in a mission to make his trainees realise their inner treasure to meet their full potential for a successful career and a happy personal life. He is also excellent in personal counselling.



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ENTREPRENEURSHIP DEVELOPMENT CENTRE (EDC)



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COIMBATORE - 641022, Tamil Nadu



Invitation

The Head, Faculty Members and Students of
Department of Robotics and Automation
&

Entrepreneur Development Cell

Cordially Invite you for the Workshop

"Design Thinking"

On 18.04.2022

Venue :: G Block Seminar hall

Mr. K. R. Shoban

Master NLP Practitioner & Trainer
Integrated Corporate Skills Coach & Career Consultant
Keshavs Career|Skills|Knowledge Solutions
Coimbatore - 641024

All are Invited

About the Workshop: Design Thinking is solution-based approach for problem-solving. It is a non-linear, iterative process that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test. Involving five phases=Empathize, Define, Ideate, Prototype and Test. It is most useful to tackle problems that are ill-defined or unknown.



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REPORT

Objective of this Programme:

To develop an in depth understanding of full design process from inspiration to implementation and learn to transform an idea into an innovative product service or business model.

Outcomes of the Event :

- This Workshop equip students to pack their assumptions about problem solving and approach new opportunities with the human experience in mind.
- Learn to apply design thinking fundamentals to ensure that a solution is desirable from the human point of view and aligns with what is technologically feasible and economically viable. The workshop session broadened our students' knowledge on design thinking and created many ideas in brainstorming sessions, and adopted a hands-on approach in prototyping and testing

Minutes of the Event:

Workshop on Design Thinking event is started with an invocation by our first year students and welcome address was given by Dr.R. Mary Metilda, Professor and Head, Department of Management Studies and also SREC EDC chief Coordinator . She greeted the Professor and Head of Robotics and Automation ,Chief guest Mr.K.R Shoban ,all department EDC co ordinators, faculties, students and EDC Members. In her remarks, she emphasized the importance of design thinking in engineering field and how it works with an industries. A presidential address was given by Dr.A. Murugarajan, Professor and Head , Department of Robotics and Automation.He underlined the importance of design thinking in product development. Followed by Chief guest Mr.K.R.Shoban deliver his session on design thinking. N.Dheerthi, Assistant Professor/R &A gave a vote of thanks .The national anthem brought the event to close at 4.30 PM.


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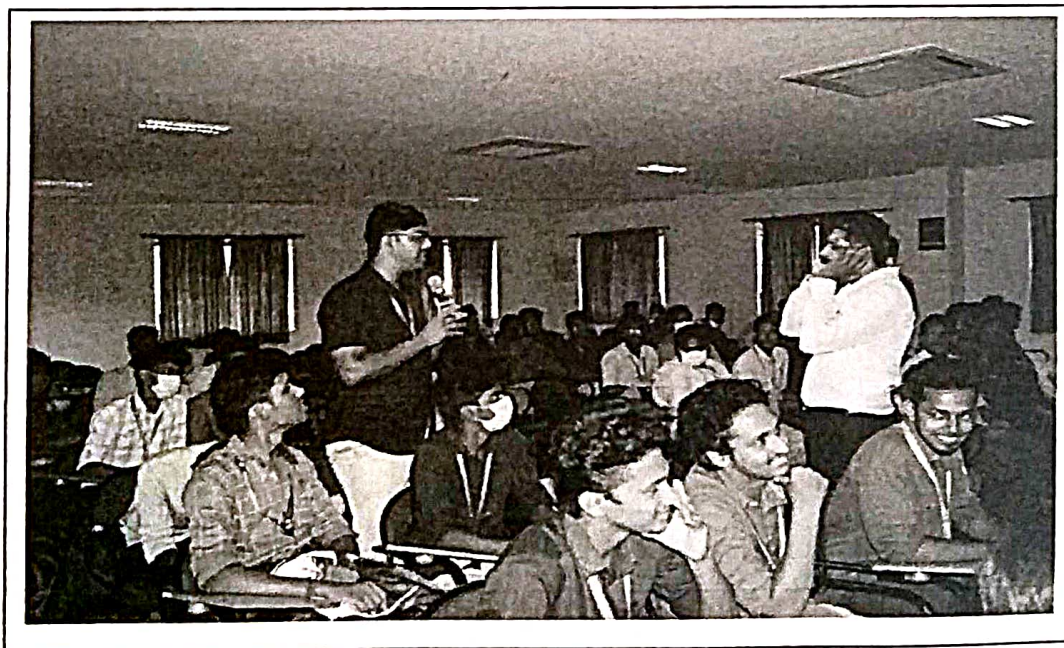
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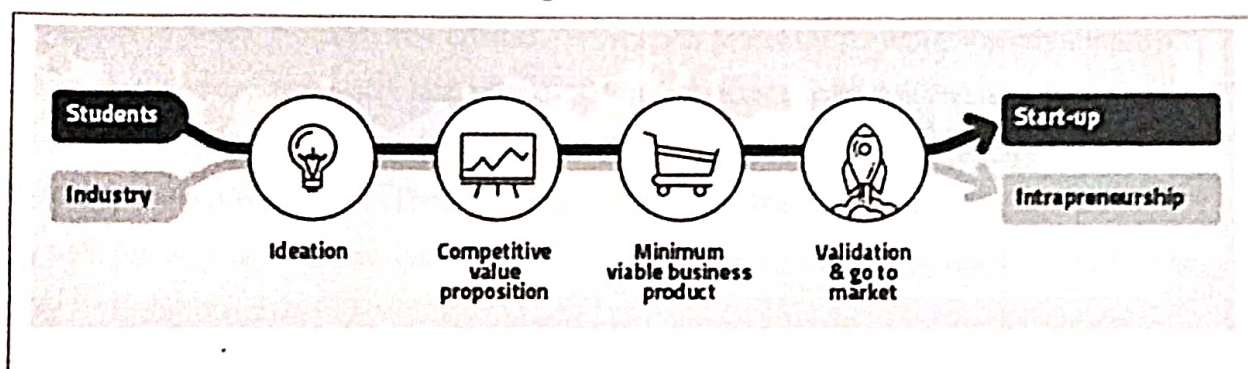
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ENTREPRENEURSHIP DEVELOPMENT CENTRE (EDC)

Inauguration of EDC & E-Talk on “Entrepreneurial Journey”

August 24, 2021



Resource Person:

Mr.C.K.Kumaravel,

CEO & Co-founder,

M/s.Natural Salon & Spa,Chennai

Venue: Online Webex Platform

Time: 2 PM – 3.30 PM



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PROFILE

Destined to be an entrepreneur with a difference, Mr C. K. Kumaravel is the co-founder of Groom India Salon & Spa Pvt Ltd, the brand that owns India's No 1 salon chain "Naturals". The first Naturals salon was started in 2000 by his wife, Mrs. K. Veena, and the brand now has 575+ salons across India and has been hailed as a game changer in the salon and franchising industry.

Over the last 16 years, Naturals has created 350 women franchise partners, directly employed over 8000 staff and catered to 30+ lakh customers! In fact, Kumaravel and Veena have redefined and revolutionized the salon and franchising industry by constantly innovating and offering services that delight customers. They have recently started the "Naturals Training Academy" which will function as a launch pad for young people looking to make a mark in the beauty industry.

It is Mr. C. K. Kumaravel's fervent belief that women are just as capable as men in the business world and all they require is a small push to start them off as entrepreneurs and a little guidance in the initial stages of business, which Naturals is more than happy to provide. The brand vision is to create 3,000 salons, 1,000 successful women entrepreneurs and 50,000 job opportunities by the year 2020. Naturals is today India's No.1 salon chain and the dream is to make it the world's No.1 salon brand in the near future.



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REPORT

The Entrepreneurship Development Centre (EDC) has organised the inauguration on August 24, 2021. The programme was targeted to EDC student members of Sri Ramakrishna Engineering College, Coimbatore. The programme started with an introductory remarks by Dr.R.Mary Metilda, HoD-MBA & EDC Chief Coordinator, Sri Ramakrishna Engineering College, Coimbatore. The resource person for the inauguration was Mr. C K Kumaravel, CEO and Co-founder, Naturals salon and spa. Mr. C K Kumaravel gave many fascinating facts and ideas of entrepreneurship. He took the session interestingly by sharing his real time experience. He explained how the idea of selling chick shampoo in small packets arouse. The point where he said “ Don’t earn just learn ” made thought provoking. His explanation of focus is to say yes to one thing and discipline is to say no to 99 things attracted the participants. He spoke about many personalities like Nirbaya Ambani, Jack maa and so on who became great entrepreneurs later. He inspired the students with the phrase of “ plus one ”, where they have to discover a quality in their schooling which will help them in their 20’s. The part where he said that the college will teach only the language and not the communication was mind blowing. He stated that his magical line is “One man can make a difference”, which really made the difference. Students from various disciplines has attended the session and interacted with the speaker. On the whole, Mr. C K Kumaravel has answered to the questions raised by the participants and also clarified the doubts which was very useful to them. Around 322 participants were participated in the event. The students were given with a lot of insights on becoming an entrepreneur and the qualities of entrepreneurship and their feedback was found to be commendable.

EDC Chief Coordinator

Dr. R. MARY METILDA

Chief Coordinator - Entrepreneurship Development Cell (EDC)

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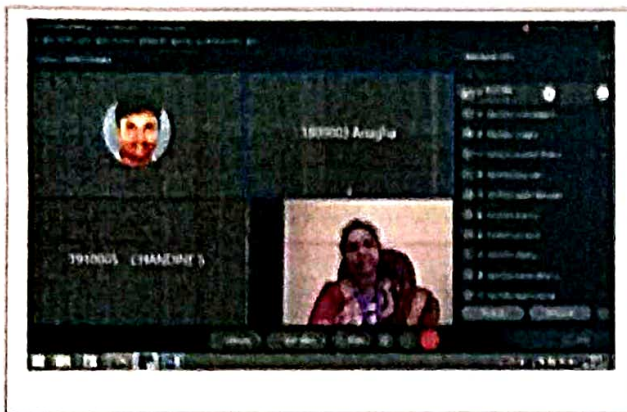
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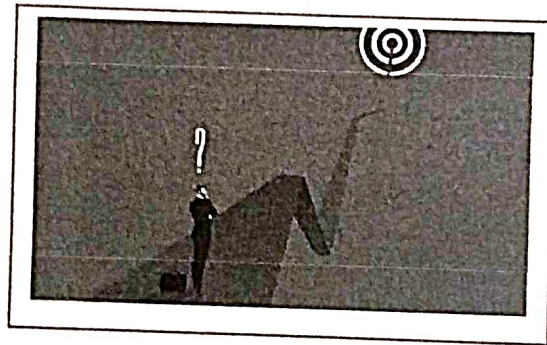


ENTREPRENEURSHIP DEVELOPMENT CENTRE (EDC)

E-Talk on “Hindrances faced by Entrepreneurs”

in association with SREC CoIN

August 24, 2021



Resource Person:

Mr. Shankar Manickam,
Leadership Team
JIO Platforms, Bengaluru

Venue: Online Webex Platform

Time: 3.30 PM – 4.30 PM



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PROFILE

Mr.Shankar Manickam

A competent and energetic individual with 19+ years of working experience and Project Management Professional (PMP® #1687269) in a fast-paced delivery environment, testing of VoIP, Networking, Virtualization, Realtime applications, Prepaid and Postpaid management system, Contact center products

Acting as the primary face of the test department with good knowledge and expertise on testing and test automation with test and CI/CD automation tools

Strong working knowledge of Software Development Life Cycle (SDLC), testing methodologies and techniques with good working knowledge on SAFe Agile; Expert in agile and waterfall project management methodologies

Build and manage the highly skilled team and work by creating an evolvable and maintainable solutions that meet their goals by BDD, Integration, system testing; reporting various KPI and reviewing them with management

Bearing entrepreneurial records, owned a mini-business unit, managed strategy, business opportunity analysis, negotiation, influence on decision making to execute the business

- Owned Adithya Foods
- Owned Adit Technologies
- Co-owned Sapthagiri Industries

Playing a role of Agile evangelist for efficient process implementation across organization thru special focused groups which resulted in improving the maturity level of process; Define and follow up CI/CD process for faster and quality deliveries

Managing the infrastructure of the working business group and others, coordinated with vendors for cost effective solutions on the infrastructure; reduced the cost of the project by moving the infrastructure into cloud and helped in designing and managing

SLA review and negotiation with customers and provide maintenance and support for customers to go live and be successful in their business goals.

Technical

Telecom/Networking knowledge	SIP, H323, RTP, RTCP, RADIUS, Diameter, DNS, HTTP, DHCP, ARP, ICMP, L2/L3 protocols, Cisco routers, Cisco Access Registrar, NAT
Languages / Technology	Shell Scripts, Test Scripting (TCL), Oracle, MySQL, REST API, XML, VXML

Operating Systems	Linux, CentOS, Solaris, Windows, Ubuntu
Network Security Tools	Nessus, BURP, NMAP, DosAttack, backtrack suite for network and port scanning, vulnerabilities etc
Tools	ALM Tools (JIRA, Confluence, Tempo, GIT), SVN, PVCS, ClearQuest, Testlink, MS Project Plan, MS office
Certifications and achievements	PMP, Agile evangelist with Guild for process changes and implementation across organization

Work experience

Development Engineering Sr Manager in Radisys

Media server and UCS platform Apr 2018 till date

- Strategize and execute the design validation program for multiple projects in parallel
- Monitor and control the project in a day-day manner and report the status to all stakeholders
- Unblock the obstacles seen in any/every phase of the project with the help of Scrum masters
- Virtualization to reduce the dependencies of the hardware and optimize them for max performance with micro services architecture
- Delivered the products with >90% SQA compliance
- Planned and achieved for efficient use of hardware to reduce the capex cost by 50%
- Proficient in Atlassian ALM, Microsoft Office and Project Plan

Technical Project Manager in Radisys

Flow Engine Program Aug 2016 to Mar 2018

- Managed 25+ team members with multiple projects running at the same time
- Designed a training program for engineers at different level and different technology
- Critical projects monitored daily and risks identified/resolved immediate
- Planned and achieved 70% automation which saved multiple weeks of regression runs
- Customized workflows, fields, screens, templates and dashboards in JIRA and Confluence for metric analysis

Application Server Program Mar 2012 to Jul 2016

- In peak, managed 30+ people with more than 50% of the engineers sourced from partners, managed challenges in technical ramp up and team formations
- Managed testing of Web applications, Oracle DB with Goldengate, Wowza and Cisco Webex integrations
- Managed support team as well and resolved all the customer issues based on SLA, worked closely with customers on escalations and resolutions

- Defined RCA process for design validation group and formalized in the tool, Driven the migration of defect management and test case management systems
- Responsible for customer patch delivery by managing development team and validation team

Individual contributor in the previous organizations *June 2001 to Feb 2012*

- Worked on Session border controller, traffic monitoring servers, Cisco Access Registrar (CAR), Contact center manager, CDR mediation products, Prepaid and postpaid management systems
- Mentored juniors in task completion by teaching and providing feedback
- Supported customers on their technical queries and helped them in maintaining the live network
- Execution of the sanity, functionality, regression and performance testing
- Well experienced in Interoperability and compatibility tests between OEM

Education

Bachelor of Engineering (ECE) Passed in May 2001
Bharathiyar University, Coimbatore



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VATTAMALAIPALAYAM, N.G.G.O. COLONY POST, COIMBATORE – 641 022.



REPORT

The Entrepreneurship Development Centre (EDC) in association with MHRD-IIC has organised the event on the topic, "Hindrances faced by Entrepreneurs" on August 24, 2021 and the chief guest for the event was Mr. Shankar Manickam, Leadership Team, JIO Platforms, Bengaluru. The programme was targeted to EDC student members of Sri Ramakrishna Engineering College, Coimbatore. The focus of the program is to develop the adroit that are ineluctable for an entrepreneur. The importance of change in habits and staying updated is essential to survive in the market was emphasised. Entrepreneurship can be either technical or non-technical and it is not necessary to please everyone in our life. If we do so we will end up attracting negativity. If we work 10 hours a day instead of 4 hours a day, we would pull off our 2 years target within 6 months. So our accomplishment is one and a half years ahead of the actual time taken. Mark Zegerberg who is one of the youngest successful entrepreneurs in the industry must have followed this principle for his early triumph. The success accomplished in 70 years could be achieved at the age of 40 with commitment and mastery in managing our professional and personal life. Out of the box thinking and implementing those ideas puts us in the top 5 percent of the flourishing community. For revamping our lives, we could read books and keep ourselves in a positive bubble. It is necessary to construct products that are useful to society for becoming successful in our domain. This program should give an insight to face the impediments in our entrepreneurial expedition. Hurdles will never be a reason for stopping our Entrepreneurial Passion. To enlighten the Possibilities and to overcome the problems that lie on the path of budding Entrepreneurs should be addressed in the session to the students of IIC across various branches. Hopefully this session would tear out the fear of budding entrepreneurs and prepare them to face the challenges with more confidential persons of their life during their program of study. IIC is taking all such Initiatives to bring out the Entrepreneurial Ecosystem for the benefits of our students and enlighten them to be their own boss. Sooner or later more entrepreneurs would blossom from our Institution. This session is one of the step towards creating Entrepreneurs. Around 155 participants benefitted out of this event.


EDC Chief Coordinator

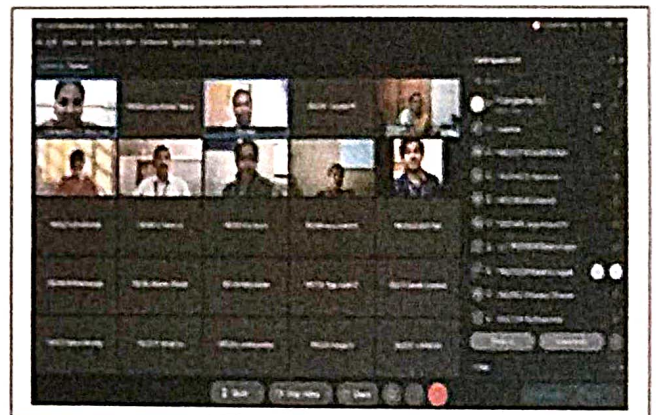
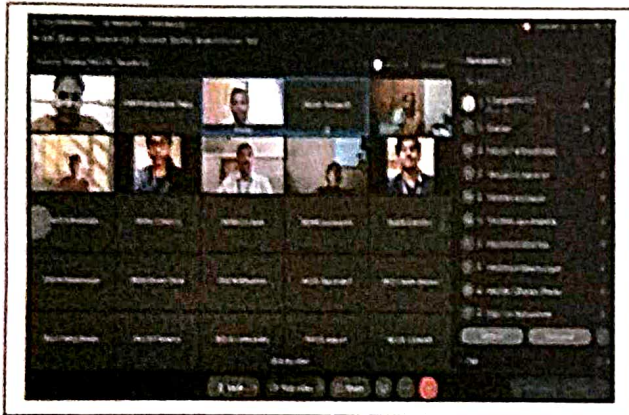
Dr. R. MARY METILDA
Chief Coordinator - Entrepreneurship Development Cell (EDC)
Sri Ramakrishna Engineering College,
Coimbatore - 641 022.



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PHOTOGRAPHS





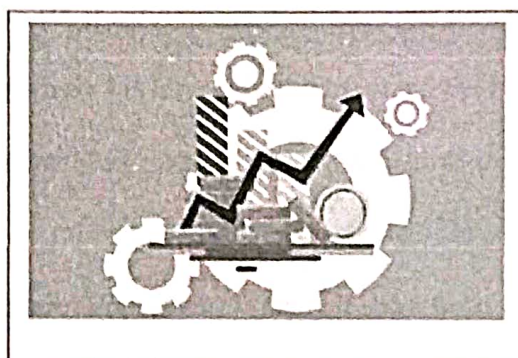
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ENTREPRENEURSHIP DEVELOPMENT CENTRE (EDC)

E-Talk on “Technopreneurship”

Sept 09, 2021



Resource Person:

Mr. Giriprabhu Seshadri,

Head – Engineering,

We the 5 Pilots,

Research Laboratory and Consultancy Services,
Coimbatore.

Venue: Online Webex Platform

Time: 2 PM – 3.30 PM



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PROFILE

Mr. Giriprabhu Seshadri heads the Engineering vertical at the company WeThe5Pilots Research Labs and Consulting Services. He is an Aeronautical Engineer and his interests are in the field of UAV Aerodynamics. He balances his time between breaking the barriers to engineer solutions and his passion for biking. He has won many awards as a student and has also been a part of the team that won at a technology presentation at IIT, Chennai. He was awarded with the "Best Student" Award from Dr. Kalam Education Trust. He has been a part of the Smart India Hackathon Team in 2017 representing the State at the World's biggest Hackathon. He has won the "Best Outgoing Student" Award and also named as A Young Scientist. He is the Mentor for Hackholics by ATAL Incubation Centre-RAISE, Coimbatore. He has been delivering Innovative and Informative Lectures on Technical and Entrepreneurship Development. He is an avid traveller and also an athlete specializing in Hammer Throw.



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REPORT

The Entrepreneurship Development Centre (EDC) in association with Civil engineering department has organised the event on "TECHNOPRENEURSHIP" on September 09, 2021 and the chief guest for the event was Mr. Giriprabhu Seshadri, Head – Engineering, We the 5 Pilots, Research Laboratory and Consultancy Services, Coimbatore. The objective of the program was to give an input about the basic idea of what technopreneur ship is into student's mind. This webinar focusses on the future of technology and entrepreneurship. It emphasised the thoughts of start-ups and innovation. It also addressed the students, the influence of entrepreneurship in today's society. It mentioned that a start up with a simple idea can turn into a unicorn. It also stated a business model. It gave a basic knowledge in enriching business and start-up. This webinar has also explained the importance of exponential growth and financial steps for a technopreneur. This also focussed on creating a stable foundation for an idea. The benefits of the programme gave a solid idea for the students who were willing to become a technopreneur. This webinar gave an assurance that a simple idea which gives a good solution with efforts in it can reach great heights. It gave a confidence that failures are a part of success which makes us move forward in our path by tackling those situations in a positive manner and thus giving a good experience for the future. It also emphasised the thoughts of students who willingly came forward with their queries. And thus, it gave various direct ideas in the perspective of a technopreneur. Around 125 participants got benefitted out of this event.


EDC Chief Coordinator

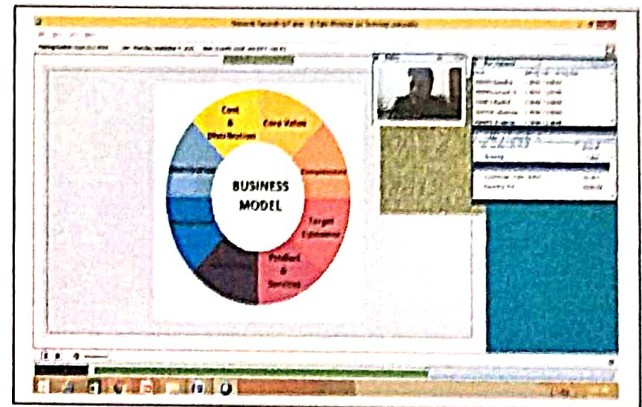
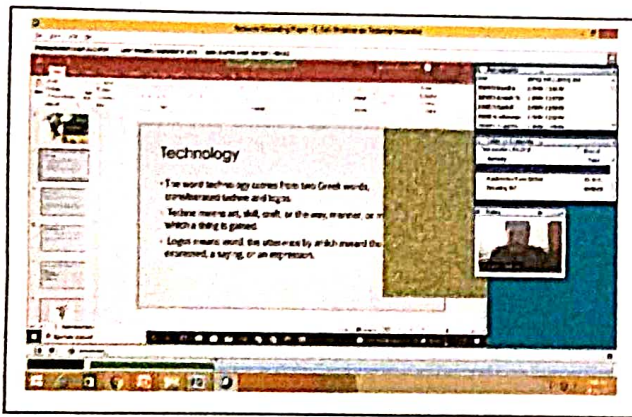
Dr. R. MARY METILDA
Chief Coordinator - Entrepreneurship Development Cell (EDC)
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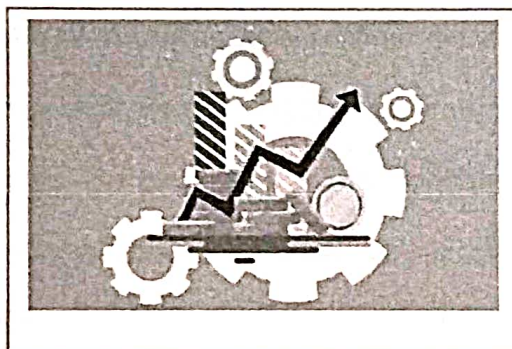
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ENTREPRENEURSHIP DEVELOPMENT CENTRE (EDC)

Online Course on “Finance for Engineers” (10 hours)

August 28 & September 04, 11, 18 & 25, 2021



Resource Person:

Dr.V.Vanaja,
Associate Professor,
MBA Department,
SREC

Venue: Online Webex Platform

Time: 2 PM – 4 PM



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PROFILE

Dr.V. Vanaja is a graduate in Commerce and Management. She has more than two decades of academic experience and research experience of 12 years. She has passed the National Level Eligibility Test for Lectureship. She is a rank holder in Bharathiar University in her M.Com degree. She received her doctoral degree in Finance from Anna University, Chennai. Her interests are in Financial Management, Security Analysis and Portfolio Management, Financial Services and Behavioural Finance. Her proficiency in Finance obliged her to do research in that area and has completed her Doctoral Degree with specialization in Finance. She has participated in more than 20 Conferences and presented papers. She has contributed in conference proceedings and has published papers in the areas of Finance in reputed peer reviewed National and International Journals. She has organized National seminars and conferences. She is also involved in Consultancy assignments and Management Development Programme for Industries. She is an invited speaker in educational institutions in and around Coimbatore on the topic Enhancing Soft Skills and Personality Development.



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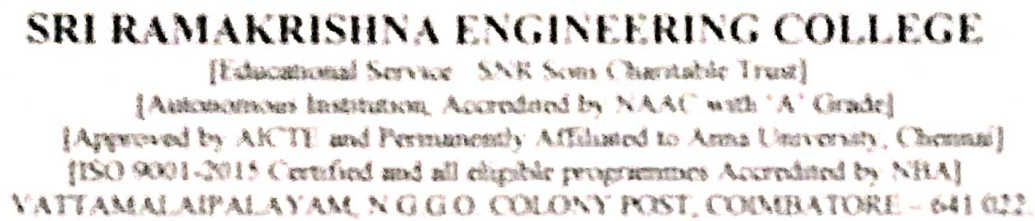


REPORT

The Entrepreneurship Development Centre (EDC) in association with Finance forum of MBA Department has organised the event on "Finance for Engineer", an online course for 10 hours on these following dates, August 28 & September 04, 11, 18 & 25, 2021 and the resource person for the event was Dr.V.Vanaja, Associate Professor, Sri Ramakrishna Engineering College, Coimbatore. The programme was targeted to EDC student members of Sri Ramakrishna Engineering College, Coimbatore, Knowledge in finance is extremely important for all engineers, regardless of whether your job title includes management. Financial knowledge can help engineers who supervise projects and provides strategic direction. For those engineers who are in management, understanding finance can be central to a business's future. The focus of the program is to develop the adroit that are ineluctable for an entrepreneur which is on, how to prepare a financial statement and also its interpretation. This program should give an insight to face the impediments in our entrepreneurial expedition. Engineering solutions and financial decisions are intimately tied together. The best engineers combine the technical and financial cases in determining new solutions to opportunities, challenges and problems. In order to get a project approved, no matter its size, the financials must be clear and compelling. To have an impact on the company's performance, a practising engineer must learn to argue the business case as part of the technical solution. The programme was conducted in a phased manner spread across for 5 weekdays. Around 45 students were benefitted out of this event.


EDC-Chief Coordinator

Dr. R. MARY METILDA
Chief Coordinator - Entrepreneurship Development Cell (EDC),
Sri Ramakrishna Engineering College,
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Finance for Non-Finance Professionals

- Do you want to know exact profits or approximate profits?
- Is it enough to consider some of the incomes and expenses and ignore some of the incomes and expenses?

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ENTREPRENEURSHIP DEVELOPMENT CENTRE (EDC)

Online Workshop on “Ideation and Opportunity Evaluation”

Oct 01, 2021



Resource Person

Mr.G.Guru Prasandh
CEO & Founder,
Medsby Healthcare & Engineering Solutions,
Coimbatore.

Venue: Online Webex Platform

Time: 1.30 PM – 4 PM



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PROFILE

Mr.Guruprasanth

A passionate leader, academician and atech entrepreneur with good communication and engineering skills .

Converts strategic plans into tactical reality through guiding clients in establishing themselves as viable business. Devises and implements new programs and initiates successful processes to produce new product with maximum revenue. Diversified background in operations and engineering management . distinguished for an entrepreneurial mindset, creative problemsolving, crossfunctional teams and a bottom-line orientation.

SKILLS

Management & Administration

Embedded Design Manufacturing

3D modeling 3D Printing

Programming

POSITIONS

CEO & FOUNDER

MEDSBY HEALTHCARE & ENGINEERING SOLUTIONS |SINCE 2013

Established Medsby an emerging technology company which is dedicated applications. The company is an innovator in Medical & Industrial 3D Printing, 3D Bio-printing, medical electronics, biomechanics and academic lab equipments.

PROGRAMME ADVISORY COMMITTEE MEMBER , PSG COLLEGE OF TECHNOLOGY | SINCE 2018

PROGRAMME ADVISORY COMMITTEE MEMBER, GOVERNMENT POLYTECHNIC COLLEGE FOR WOMEN | SINCE 2021

NATIONAL INNOVATION & STARTUP POLICY COMMITTEE, RAMCO INSTITUTE OF TECHNOLOGY | SINCE 2020 MENTOR

MACHENN INNOVATIONS | SINCE 2017

Has contributed for the establishment and growth of Machenn Innovations, an emerging biomedical startup.

GUEST LECTURES

PSG College of Technology, Sri Ramakrishna Engineering College, Ramco Institute of

Technology, Kumaraguru College of Technology and CMS College of Engineering.

PUBLICATIONS

Has published an International Journal article titled

Development of Sound card based Dual Channel Novel Bio-signal Simulator for Journal of Scientific &

Industrial Research in May 2016

Has a patent pending technology "System and method of automatic health monitoring and emergency assist for a vehicle occupant".

EDUCATION

BACHELOR OF ENGINEERING, MAJOR IN BIOMEDICAL ENGINEERING

PSG COLLEGE OF TECHNOLOGY | 2010- 2014

HONOURS & AWARDS

YOUNG ALUMNI AWARD from PSG Tech Alumni Association for the year 2015 - 2016.

Has been honored as the Chief Guest for the Inaugural

Ceremony of CENTRE FOR IDEATE INTEGRATE ENTERPRISE

at CMS College of Engineering and Technology in October 2017

Has been honored as the Chief Guest for Sangraha 2018 National Level Technical Symposium on Biosensors and Bioelectronics at SRIRAMAKRISHNA ENGINEERING

COLLEGE in Feb 2018

was invited as Guest Speaker and panelist for an event

titled UK Alumni Meet by British High Commission United Kingdom in March 2016

Has been honored as the Chief Guest for MEDICINIK 2020

National Level Technical Symposium at KARPAGAM ACADEMY OF HIGHER
EDUCATION Feb 2020



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REPORT

On behalf of the Entrepreneurship Development Centre, an online workshop on the topic "Ideation & Opportunity Evaluation" was organized by EDC of Department of Biomedical Engineering on 01.10.2021 (1.30 - 3.30pm) and mentoring session on 06.10.2021. The Speaker for both the event was Mr.G.Guru prasandh, CEO & Founder, Medsby Healthcare & Engineering Solutions", Coimbatore. In this mentoring session, each team was given an opportunity to present & pitch their innovative ideas. After their presentation the industry mentor was evaluating their ideas and gave suggestions to incorporate in order to convert their innovative ideas in to startup in the long run. In his talk, he gave an brief insight about the various steps involved in a design thinking process empathize, define, ideate, prototype and testing. He was also explaining about the terms problem statement, target audience and minimal viable product. He also gave an idea about the sources of funding like venture capitalist, angel investors and crowd funding techniques in order to start-up a venture on their own.

At the end of his talk, there was Question & Answer session was conducted in order to create more interaction among the participants. Around 80 beneficiaries participated in this online workshop and got benefitted. Around 86 participants were benefitted out of this event. As the continuation of this online webinar, the third year and second year students of BME & all other departments were asked to present their innovative idea in the mentoring session with the industry expert on Oct 06,2021, followed by that, Totally 5 teams consisting of 3 members in each team were presented their innovative ideas along with their business plan and canvas model in this mentoring session. Finally vote of thanks was given by Ms.Karthika Shivani, III-BME. The Online workshop was organized by Ms.R.Sreepadmini (EDC Faculty Coordinator/AP(Sr.G)BME).

EDC Chief Coordinator

Dr. R. MARY METILDA
Chief Coordinator - Entrepreneurship Development Cell (EDC),
Sri Ramakrishna Engineering College,
Coimbatore - 641 022.



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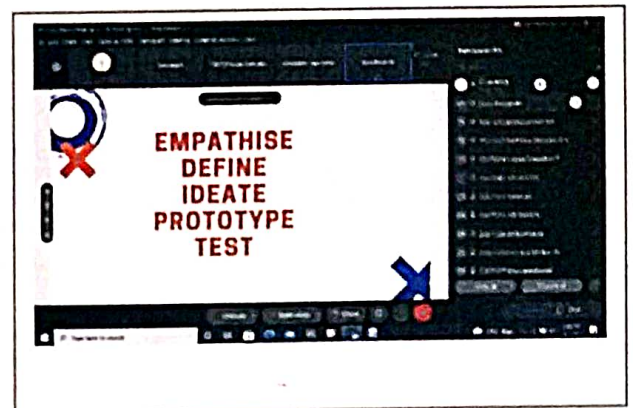
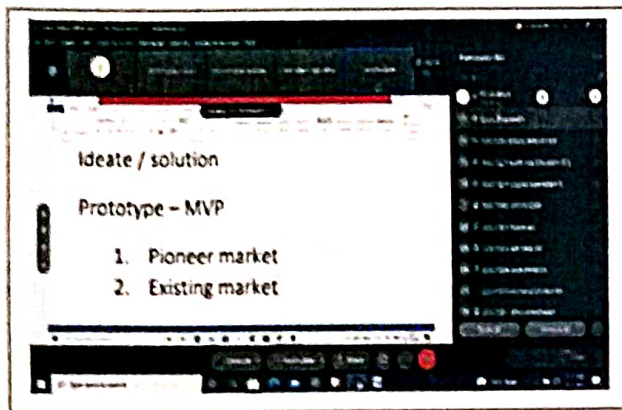
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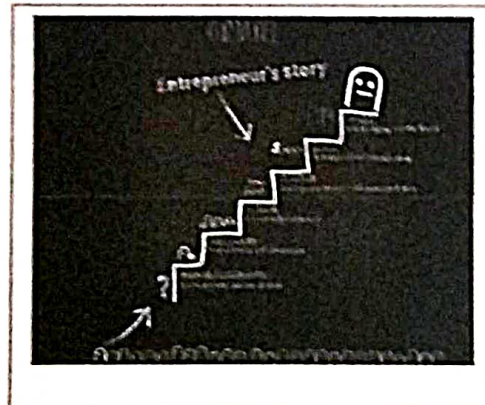
ENTREPRENEURSHIP DEVELOPMENT CENTRE (EDC)

E-Talk

on

“Entrepreneurial Journey – Opportunities and Challenges Faced”

August 19, 2021



Resource Person:

Mr.Ragul Prasanna,

**Founder, Pixcon Innovics, Pudukottai &
Managing Partner, Star Indiya Pyro Limited, Sivakasi.**

Venue: Online Webex Platform

Time: 3 PM – 4.30 PM



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PROFILE



Education

Master of Business Administration
Sri Ramakrishna engineering college
Coimbatore, Tamilnadu.

Graduated, May 2017
Marks 75%

Bachelor of Civil Engineering
Vels University
Chennai, Tamilnadu.

Graduated, May 2015
Marks 66%



Certifications

1. Certified on "LEADERSHIP ENHANCEMENT PROGRAM- I & II" at Break through Centre, Annakkatti, September 2015 & January 2016.
2. Certified on BOARD ROOM SIMULATION training by learn biz simulation, Chennai, at Sri Ramakrishna engineering college, Coimbatore, in November 2016.
3. Certified on CORPORATE COMMUNICATION training by vista mumbai, Chennai at Sri Ramakrishna engineering college, Coimbatore, in March 2016.
4. Certified on CERTIFICATE PROGRAM IN FUNDAMENTALS OF BUSINESS ANALYSIS & TOOLS training by Campus levers at Sri Ramakrishna engineering college, Coimbatore, in December 2016.



Roles & Responsibilities

- Vice President of Coimbatore management association student's chapter at Sri Ramakrishna Engineering College, student council on 2015.
- President of Coimbatore management association student's chapter at Sri Ramakrishna Engineering College, student council on 2016.
- C.E.O of entrepreneurship & innovation cell at Sri Ramakrishna engineering college.
- BDC secretary at Sri Ramakrishna engineering college on 2015 to 2017.



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REPORT

The Entrepreneurship Development Centre (EDC) in association with MHRD-IIC has organised an E-talk on the topic, "Entrepreneurial Journey – Opportunities and Challenges Faced" on August 19, 2021. The Chief guest for the programmes was Mr. Ragul Prasanna, Founder, Pixcon Innovics, Pudukottai & Managing Partner, Star Indiya Pyro Limited, Sivakasi. The programme was targeted to student members to inculcate the need of Entrepreneurship opportunities and challenges in real world. The resource person outlined about his entrepreneurial challenges and the impact that he faced during the turbulent times especially during the pandemic and he also told how to have an cordial relationship with the customer. He highlighted the top 10 important characteristics that an entrepreneurs should possess and exhibit. They are, Curiosity. Successful entrepreneurs have a sense of curiosity that allows them to continuously seek new opportunities, Structured Experimentation, Adaptability, Decisiveness, Team Building, Risk Tolerance, Comfortable with Failure, Persistence. The programme was very inspiration and beneficial to the students. The students and faculty members got insights about how to innovate to become a successful entrepreneur. The funding opportunities available for the innovative ideas were also discussed along with the Government schemes. The students understood how to bring their idea into a startup. Around 110 participants were benefitted out of this programme.

EDC Chief Coordinator

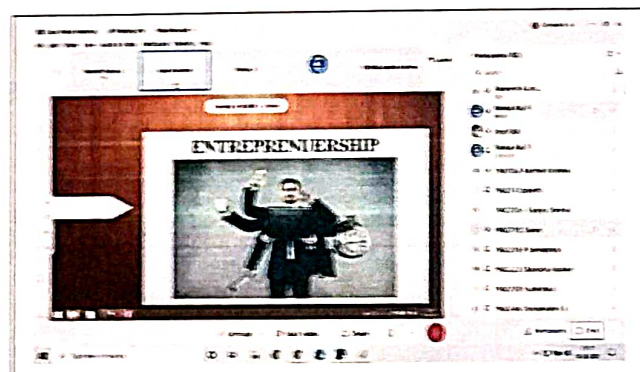
Dr. R. MARY METILDA
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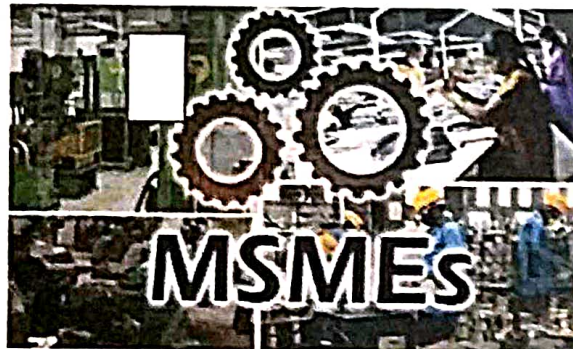
ENTREPRENEURSHIP DEVELOPMENT CENTRE (EDC)

MSME

SAMBHAV – e-NLAP on “Entrepreneurship”

(As a part of Azadi Ka Amrit Mahatsav)

Nov 26, 2021



Venue: Online Via Zoom

Time: 11 AM – 1 PM



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ENTREPRENEURSHIP DEVELOPMENT CENTRE (EDC)

Report

The Entrepreneurship Development Centre (EDC) students has attended a programme named, "Sambhav" an National Level Awareness Programme (e-NLAP) on Entrepreneurship as a part of Azadi Ka Amrit Mahatsav. It is a mass outreach programme under the Ministry of MSME in which students from different colleges/ITIs from all parts of the country will be encouraged by 130 field offices of the Ministry to take up entrepreneurship. During the campaign the college students will be made aware of the various schemes being implemented by the Ministry of MSME through Audio/Video film presentations. The Objective is to promote engagement of the youth in promoting entrepreneurship, boost domestic manufacturing with a view to push economic growth. The government is working to increase the contribution of MSME in Gross Domestic Product (GDP) and exports. Enhancing the GDP contribution from present 30% to 50%, and employment generation in MSME sector from 11 crore to 15 crore has been stressed. The related Initiatives are Women Entrepreneurship Platform (WEP), Venture Capital Scheme for Agri-Business Development, Pradhan Mantri Mudra Yojana, Generation Unlimited in India (YuWaah), National Career Service, Prime Minister's Employment Generation Programme (PMEGP), Pradhan Mantri Rojgar Protsahan Yojana (PMRPY), Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGA). Around 120 students from SREC participated in the event.


EDC Chief Coordinator

Dr. R. MARY METILDA
Chief Coordinator - Entrepreneurship Development Cell (EDC),
Sri Ramakrishna Engineering College,
Coimbatore - 641 022.

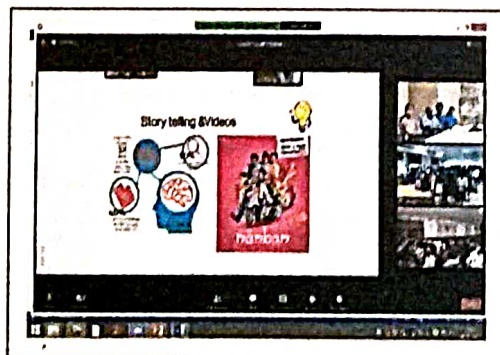
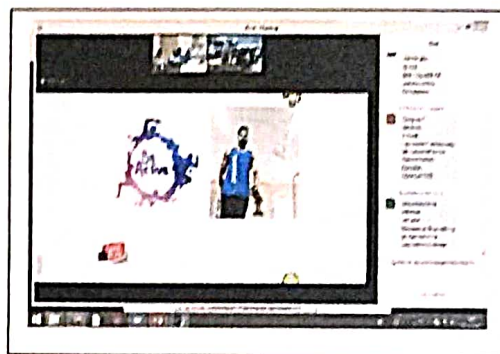
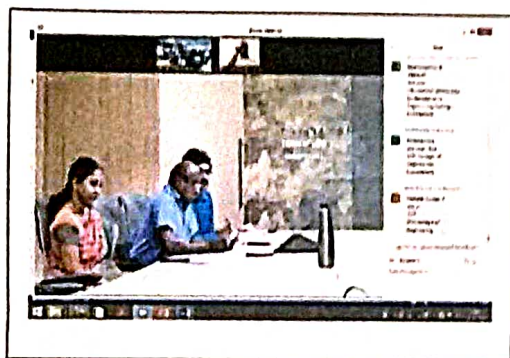


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Department of Information Technology and Entrepreneurship Development Cell SREC

jointly organizes Seminar on

STARTUP INCUBATION

Resource Person



Mr. Vishal Nair, Co-Founder,
Lightsalt Pvt.Ltd, Coimbatore &
Master Trainer, Entrepreneurship
Development and Innovation
Institute (EDII), Tamil Nadu

Venue : MBA Seminar Hall

March 25, 2022 - 2.00 - 3.30 PM



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PROFILE

Mr. Vishal Nair

He is an Entrepreneur, Educator and an Editor. Presently he lead the operation of the company and co-founded the company. In the past he was a faculty in the Department of Electronics and Media Technology, Karunya Deemed University. He is extremely passionate about training and mentoring Startup Entrepreneurs at University level and he do mentor students, faculty and alumni with a zeal to start their own venture. He has undergone intensive training by National Entrepreneurship Network and NITTTR, Chennai. He is closely associated with WIP- NEN and am certified by them after undergoing their training and engagement for more than a year to take up courses on Entrepreneurship in the campus. He has a passion and purpose to see many Technical and Management Campus in our country become a Startup Campus and ultimately wish one day my contributions will lead to making our great country into a STARTUP Nation in the likes of nation like Israel which would catapult our countries economic growth.



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REPORT

The objective of the programme is to motivate the students to start a startup guiding them how to do it. He motivated the students by sharing his expertise on startup and innovation. He asked the students about their willingness to start a startup, he explained the difference between business men and startup person by an activity with two students relating them to travel agency and redbus organisation. He described about the way the students who look into real world problems around them. He made the students to understand about the startup by sharing the story of Google inventors and their faculty. He also shared the story about the visually blind person who struggled his life who is now an entrepreneur and employed nearly 70% employees with disabilities. The focus of startup was clearly explained by the resource person narrating the business model of Google Glass. He also started the reasons for the failures of google glass and made the students understand about how the real life problem should be solved.

This session was an eye opener for the students to understand about how to change the perspective of liking the problems around them, Students learnt the difference between invention and innovation. They also understood how the solutions should be found to a problem. They gained the knowledge how to take the first step for a startup and the way to implement it.


EDC Chief Coordinator

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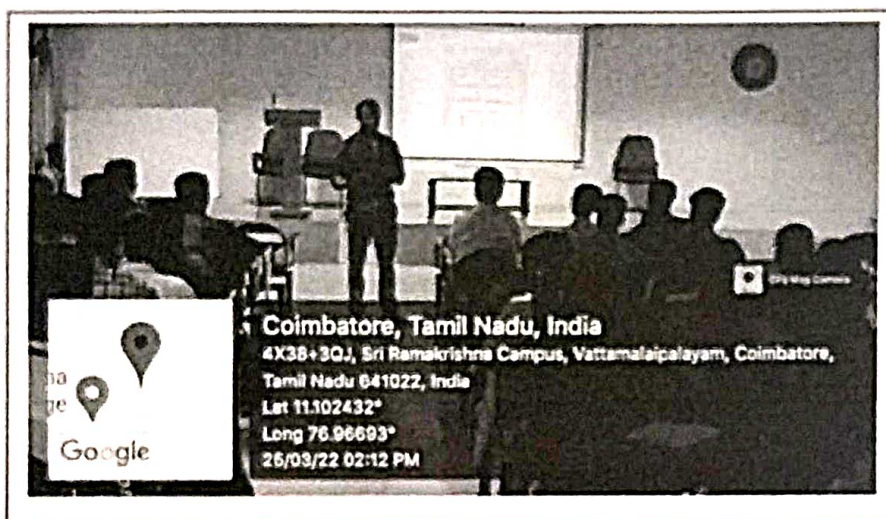
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ENTREPRENEURSHIP DEVELOPMENT CENTRE (EDC)

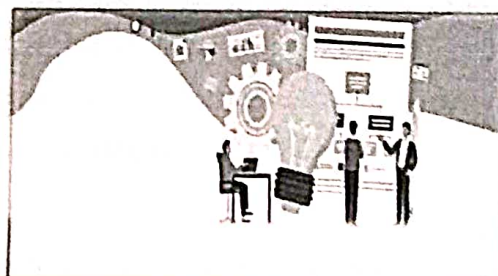
Workshop (Online) on

“Writing a Winning Business Plan”

In partnership with ED cell, Anna University

Regional Campus, Coimbatore.

August 16, 2021



Resource Person:

Mr.G.Solomon Porres

Associate Editor – www.industry40.com

Ms.G.Keerthana

Joint Director – Entrepreneurial Development,
Andhra Pradesh Innovation Society.

Venue: Online Webex Platform

Time: 9.30 AM – 12 PM



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PROFILE

Solomon Porres is currently a Partner at Crossroads Business Solutions. He is also the Associate Editor, for www.industry4o.com, India's leading online industrial magazine covering the latest trends from the manufacturing world. Among the past positions held, he was the programming Director at Radio City 91.1 FM. His expertise includes Content management, Go-To market, Ecosystem management and business development. He has completed his MA in English, University of Madras.

Ms.G.Keerthana – She heads policy, infrastructure development and investment promotion for Electronics and Information Technology Sector, she is an Additional charge for Startup and Entrepreneurship sectors in Andhra Pradesh Innovation Services. Anchoring ecosystem building initiatives for the State with the global community by engaging with governments (national and international), foreign missions and Indian missions abroad, multi-lateral and bi-lateral agencies, development banks, trade associations etc. Credited with attracting mega investments, initiating skilling partnerships with global universities and bringing substantial visibility to Andhra Pradesh Electronics and IT ecosystem.

Initiated strategic partnerships with leading UK, French and US, South- Asian Countries G2G conversations and forums with the state stakeholders. Work closely with MoD, MEITY, and DPIIT hierarchy in Union Government on key projects. Currently pursuing key initiatives such as establishing a world-class skill University, Innovation Incubator, and various Centre of Excellence projects in the State.



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Entrepreneurship Development Centre (EDC)

REPORT

The Entrepreneurship Development Centre (EDC) has organised an intensive workshop on the topic, "Writing a Winning Business Plan" in association with Centre for Entrepreneurship Development, Anna University Regional Campus, Coimbatore on August 16, 2021. The programme was targeted to EDC student members of SNR sons Trust Institutions & DIJ academy of Managerial Excellence, Coimbatore. The programme started with an introductory remarks by Dr.R.Mary Metilda, HoD-MBA & EDC Chief Coordinator, Sri Ramakrishna Engineering College, Coimbatore. Dr.Kanthavel, Head-EDC Cell, Anna University, Regional Campus, Coimbatore felicitated the gathering. The resource person for the workshop was Mr.Solomon Porres, Associate Editor, www.industry40.com and Ms.G.Keerthana, Joint Director – Entrepreneurial Development, Andhra Pradesh Innovation Society. Mr.Solomon Porres have clearly explained about how to write a winning business plan. He also highlighted his points on how a good business plans would be, such as it should include an executive summary, products and services, marketing strategy and analysis, financial planning, and a budget. Later he took the session on step by step approach on presenting statistics of vocational training and highlights of the entrepreneurial policy and how it benefits the students. Ms.Keerthana spoke about how the business model canvas has a shared language for describing, visualizing, assessing and changing business models and how it describes the rationale of how an organization creates, delivers and captures value. She capitulated the participants with a numerous examples and one such is Swiggy and how their business model is so successful and powerful. Students from various disciplines has attended the session and interacted with the speaker. On the whole, Ms. G. Keerthana and Mr Solomon has answered to the questions raised by the participants which was very interesting and useful for them. Around 160 participants were participated in the event. The students were given with a lot of insights on drafting a winning business plan and their feedback was found to be commendable.


EDC Chief Coordinator

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