

Mannar Thirumalai Naicker College(autonomous)

Pasumalai, Madurai-4



Entrepreneurship Development Cell Activities for the Year

2021-22



MANNAR THIRUMALAI NAICKER COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University,
Re- Accredited with “A” Grade by NAAC
Pasumalai, Madurai- 04

Report on Success Journey of Women Entrepreneur

Name of the programme : Showcase the Success Journey of Women Entrepreneur

Resource person : Mrs.s.Durga devi,
Founder – Madhumitha Jute Boutique,
Board of Director- Green Fem Producer,
Madurai

Date : 8th March 2022

Venue : Ist Floor Moorthy Naidu Andallamal Hall

Time : 9:00 AM to 12:00 PM

Brief Report : Mrs.s.Durga devi, Founder – Madhumitha Jute Boutique, Board of Director- Green Fem Producer, Madurai have given the keynote address on her success journey on 8th March 2022, she have explained her difficulties in starting a business, as a mom of two kids how she sustained in her success path. She showcased all her jute products to our students and marketing strategy she used to capture the market was described by her elegantly.



**Mannar Thirumalai Naicker College(Autonomous),
Pasumalai, Madurai**

**Entrepreneurship Development Cell
and**

Department of Business Administration

**Invites you all to
Showcase the Success Journey of Women Entrepreneur**

**on
8th March 2022 (10.30 am) @ Moorthy Naidu Andalammal Hall**

Resource Person

**Mrs. S.Durga Devi,
Founder- Madhumitha Jute Boutique
Board of Director-Green Fem Producer,
Madurai**

**Chief patrons
Er.S.Rajagopal
President**

**Dr.R.Sofia
EDC-Convenor**

**Be
Bold**

**Mr.M.Vijayaraghavan
Secretary**

**Dr.B.Manoharan
Principal**

**Be
Passionate**

**Mr.L.Govindarajan
Treasurer**

**Dr.M.Sakthivel
Head -BBA**

**Be
Strong**

**Be
Independent**

**NOT
JUST
A
DAY
EVERYDAY.**



Madurai, Tamil Nadu, India
Mannar Thirumalai Naicker College, Pasumalai, Madurai, Tamil Nadu
625004, India
Lat 9.893642°
Long 78.076637°
08/03/22 11:49 AM



Madurai, Tamil Nadu, India
Mannar Thirumalai Naicker College, Pasumalai, Madurai, Tamil Nadu
625004, India
Lat 9.893645°
Long 78.076526°
08/03/22 11:05 AM



MANNAR THIRUMALAI NAICKER COLLEGE

(Autonomous)

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Pasumalai, Madurai- 04

Report on Business Model Canvas

Name of the programme : Workshop on Business Model Canvas

Resource person : Mr. Prakadesh Subramanian,
CEO,
Chennai Institute of Technology Incubation forum

Date : 16th march 2022

Venue : IInd Floor, Major Sundararajan Hall

Time : 1:30 PM

Brief Report : On 16th March 2022 Mr. Prakadesh Subramanian, CEO, Chennai Institute of Technology Incubation forum, Chennai started his address by asking the students about their startup ideas and he briefed the importance of Business Model Canvas in starting business. Keenly explained each and every aspects of BMC with the help of infographics and some of the students asked doubts related to their startup and physics students asked about the marketing strategy regarding their project.



Mannar Thirumalai Naicker College(Autonomous),

Pasumalai, Madurai

Entrepreneurship Development Cell
and
Department of Business Administration

Invites you all to

Business Model Canvas

on

16th March 2022 1.30 pm , Video Conferencing @ Rtn. Major Sundarajan Hall

Resource Person

Mr. PRAKADESH SUBRAMANIAN

Chief Executive Officer

Chennai Institute Technology Incubation Forum

Chief patrons

Er.S.Rajagopal
President

Mr.M.Vijayaraghavan
Secretary

Mr.L.Govindarajan
Treasurer

Dr.R.Sofia
EDC-Convenor

Dr.B.Manoharan
Principal

Dr.M.Sakthivel
Head -BBA



Dr.B.Manoharan , Principal, Mannar Thirumalai Naicker College, given the presidential address for Business Model Canvas workshop on 16th March 2022



Mr.Prakadesh Subramanian , CEO, Chennai Institute of Technology Incubation Centre delivered the keynote address



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Pasumalai, Madurai- 04

Report on Intellectual Property Rights Workshop

Name of the programme : Workshop on Intellectual Property Rights

Resource person : Mr.R.Arunkumar, ILO certified Trainer, Assistant Professor,
Ramco Engineering College

Date : 24th March 2022

Venue : IInd Floor Rtn. Major Sundararajan Hall

Time : 1:30 PM- 3:00 PM

Brief Report : Mr.R.Arunkumar, ILO certified Trainer, Assistant Professor, has delivered key note address on intellectual property rights, he started with what is patent and how to get patent for new product idea and product. Students raised questions regarding copyrights. He have given more Illustrations on new product idea patents.



Mannar Thirumalai Naicker College(Autonomous)

Pasumalai, Madurai

Entrepreneurship Development Cell
and

Department of Business Administration

In Association with

EDII HUB Madurai Kamaraj University

Invites you all to

Workshop on Intellectual Property Rights

On

24th March 2022 1.30 pm , Video Conferencing

@ Rtn. Major Sundarajan Hall



Resource person

Mr.R.Arunkumar,

Certified ILO Trainer, Assistant Professor,
Ramco Institute of Technology,
Rajapalayam

Chief patrons

Er.S.Rajagopal

President

Mr.M.Vijayaraghavan

Secretary

Mr.L.Govindarajan

Treasurer

Dr.R.Sofia

EDC-Convenor

Dr.B.Manoharan

Principal

Dr.M.Sakthivel

Head -BBA



GPS Map Camera



Madurai, Tamil Nadu, India
Mannar Thirumalai Naicker College, Pasumalai, Madurai, Tamil Nadu
625004, India
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Pasumalai, Madurai- 04

Report on 5 Gen Entrepreneurial Experience

Name of the programme : Guest Lecture on 5 Gen Entrepreneurial Experience

Resource person : Dr.S.V.Suraj Sundara Shankar,
Managing partner, SVS Foods Pvt Ltd

Date : 25th March 2022

Venue : IInd Floor Rtn. Major Sundararajan Hall

Time : 10: 30 AM

Brief Report : Dr.S.V.Suraj Sundara Shankar, managing partner, SVS Foods Pvt Ltd shared the challenges faced by 5 generation entrepreneurs in his concern. Problems faced due to Generation gap and how they came out of such things was explained. Next generation entrepreneurs came with new startups like water bottles and e-scooters. Sustainability of 60 years family business in recent days.



Mannar Thirumalai Naicker College(Autonomous)

Pasumalai, Madurai

Entrepreneurship Development Cell

and

Department of Business Administration

In Association with

EDII HUB Madurai Kamaraj University

Invites you all to

Guest Lecture on 5 Gen Entrepreneurial Experience

On

25th March 2022 10.30 am

@ COE Hall

Resource person

Dr.S.V.Suraj Sundara Shankar,

Managing Partner,

SVS Food Products Limited



Chief patrons

Er.S.Rajagopal

President

Mr.M.Vijayaragavan

Secretary

Mr.L.Govindarajan

Treasurer

Dr.R.Sofia

EDC-Convenor

Dr.B.Manoharan

Principal

Dr.M.Sakthivel

Head -BBA



Guest Lecture on 5 Gen Entrepreneurial experience by resource person Dr.S.v.Suraj sundara Shankar, Managing partner, SVS Foods Pvt ltd



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Pasumalai, Madurai- 04

Report on Success Formulae in Hotel Industry

Name of the programme : Guest Lecture on Success Formulae in Hotel Industry

Resource person : Mr.Harihara sudhan ,
Managing Director, Hotel Gowri Krishna

Date : 29th March 2022

Venue : IInd Floor Rtn. Major Sundararajan Hall

Time : 10: 00 AM

Brief Report : Mr.Harihara Sudhan, Managing Director, Hotel Gori Krishna has shared his success formulae in Hotel Industry. He insisted the students to start their cloud kitchen Dr.S.V.Suraj Sundara Shankar, managing partner, SVS Foods Pvt Ltd shared the challenges faced by 5 generation entrepreneurs in his concern. Problems faced due to Generation gap and how they came out of such things was explained. Next generation entrepreneurs came with new startups like water bottles and e-scooters. Sustainability of 60 years family business in recent days.



MANNAR THIRUMALAI NAICKER COLLEGE

PASUMALAI, MADURAI

*Entrepreneurship Development Cell
and
Department of Business Administration*

**IN ASSOCIATION WITH
EDII HUB MADURAI KAMARAJ UNIVERSITY**



**Invites you all to
Guest Lecture on**

Success Formulae in Hotel Industry

On

Tuesday 29th March 2022 at 10.00 AM

@ Rtn Major Sundarajan Hall

Resource Person

**Mr. Harihara Sudhan
Managing Director
Hotel Gowri Krishna
Madurai**

**Er.S.Rajagopal
President**

**Mr.M.Vijayaragavan
Secretary**

**Mr.L.Govindarajan
Treasurer**

**Dr.B.Manoharan
Principal**

**Dr.M.Sakthivel
Associate professor & Head**

**Dr.R.Sofia
EDC-Convener**



Dr.B.Manoharan, Principal, Mannar thirumalai Naicker College given the presidential address



Mr.Hari hara sudhan has given the key note address on the topic success formulae in hotel industry

Mannar Thirumalai Naicker College(autonomous)

Pasumalai, Madurai-4



Entrepreneurship Development Cell Activities for the Year

2022-23



MANNAR THIRUMALAI NAICKER COLLEGE

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Pasumalai, Madurai- 04

Report on Workshop on Organic Mehandi Preparation

Name of the programme : Workshop on Organic Mehandi Preparation

Resource person : Mrs.Vijaya Rani ,
Mehandi Artist

Date : 23rd and 24th August 2022

Venue : IInd Floor Rtn. Major Sundararajan Hall

Time : 2: 00 PM

Brief Report : Conducted 2 days Workshop on preparation of organic mehendi. Mrs.Vijaya Rani, Mehandi Artist explained the cons of synthetic mehendi and its impact. Then she explained the making of organic mehendi step by step .23 girl students were participated and eagerly learned the preparation of organic mehendi.

Invitation

**Mannar Thirumalai Naicker College(Autonomous),
Pasumalai, Madurai
Entrepreneurship Development Cell
and
Department of Business Administration
In Association with EDII HUB MADURAI KAMARAJ UNIVERSITY
Invites you all to**

Organic Mehandi Preparation Workshop

On 23rd & 24th August 2022 @ RTn. Major Sundararajan Hall(2nd Floor)

Resource Persons

Ms.Vijaya Rani
Mehandi Artist- Free lancer



Mrs.Pooranam Arivazhagan
Yeran Foundation

Chief Patrons

Mr.S.Raja Gopal
President

Mr.M.Vijayaraghavan
Secretary

Dr.R.Sofia
EDC Convener

Dr.S.Venkateshwaran
Principal i/c

Dr.M.Sakthivel
Head-BBA



Madurai, Tamil Nadu, India

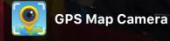
Mannar Thirumalai Naicker College, Pasumalai, Madurai, Tamil Nadu

625004, India

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Long 78.068064°

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Madurai, Tamil Nadu, India

Mannar Thirumalai Naicker College, Pasumalai, Madurai, Tamil Nadu

625004, India

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Mannar Thirumalai Naicker College(autonomous)

Pasumalai, Madurai-4



**Incubation & Entrepreneurship Development Cell Activities
for the Year**

2023-24



MANNAR THIRUMALAI NAICKER COLLEGE

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Pasumalai, Madurai- 04

Report on Fabric Printing Workshop

Name of the programme : Workshop on Fabric Printing

Resource person : Rajavel
Chairman- Raja Screen Printers
Theni

Date : 2nd August 2023

Venue : IIIrd Floor Seminar Hall, Library Building

Time : 9:00 AM to 2:00 PM

Participants : 108

Brief Report : Workshop on Fabric painting was conducted to the interested students of all streams to become an entrepreneur on 2nd August 2023 by

the resource person Ms. Rajavel, Chairman- Raja Screen Printers, Theni. The session was helpful for the students to become a Fabric designer.

INVITATION



**Mannar Thirumalai Naicker College(Autonomous),
Pasumalai, Madurai
Incubation & Entrepreneurship Development Cell**

**Invites you all to
A Workshop on Fabric Printing
on
2nd August 2023 (9.00 a.m. to 2.00 p.m.)**

**Resource Person
Mr.Rajavel,-DME
Chairman
Raja Screen Printers
Theni**

**Venue
Seminar Hall,
Third Floor
Library Block**

**Er.S.Rajagopal
President**

**Mr.M.Vijayaraghavan
Secretary**

**Dr.R.Sofia
EDC-Convenor**

**Dr.A.Ramasubbiah
Principal**

PHOTOS





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Pasumalai, Madurai- 04

Report on Ideation Competition

Name of the programme : Ideation Competition

Judges : Dr.P.Kavitha, Associate Professor & Head

Department of Physics

Mannar Thirumalai Naicker College

Mrs.A.Lakshmi Kiruthiga

Assistant Professor & Head

Department of Chemistry

Mannar Thirumalai Naicker College

Date : 4^h March 2024

Venue : IIIrd Floor Seminar Hall, Library Building

Time : 10:00 AM to 1:00 PM

Participants : 24 Teams

Brief Report : Ideation Competition was conducted for 24 interested teams to encourage them to innovate new product ideas to solve societal problems like accident protection from beam lights, parking system in higher education system, converting grey water in to purified water system. Students actively participated in this competition.

INVITATION



**Mannar Thirumalai Naicker College(Autonomous),
Pasumalai, Madurai
Incubation & Entrepreneurship Development Cell**

**Invites you all to
IDEATION COMPETITION**

**on
4th March 2024 (9.30 a.m. to 1.00 p.m.)**

Venue :Seminar Hall,Third Floor,Library Block

JUDGES

**Dr.P.Kavitha,
Head & Associate Professor,
Department of Physics, MTNC**

**Ms.Lakshmi Kiruthika, Assistant
Professor,
Department of Chemistry, MTNC**

**Er.S.Rajagopal
President**

**Mr.M.Vijayaraghavan
Secretary**

**Dr.R.Sofia
EDC-Convenor**

**Dr.A.Ramasubbiah
Principal**

PHOTOS





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Pasumalai, Madurai- 04

Report on Organic Sanitary Napkins Workshop

Name of the programme : Organic Sanitary Napkins Workshop

Resource Person : Mrs. S.Hemalatha,
Hirhaya Naturals

Date : 13th March 2024

Venue : Fashion Designing Unit- Women's Hostel

Time : 1:30 PM to 4:30 PM

Participants : 22

Brief Report : Organic Sanitary Napkins Workshop was conducted for 22 interested girls. In this workshop the resource person explained the importance of organic sanitary napkins benefits. Then nearly 200 organic sanitary napkins were prepared by our students.

Invitation



**Mannar Thirumalai Naicker College(Autonomous),
Pasumalai, Madurai**

Incubation & Entrepreneurship Development Cell

Invites you all to

A Workshop on Organic Sanitary Napkins

in collaboration with Yeran foundation - women skill development and training center

on

13nd March 2024 (01.30 PM. to 4.30 PM.)

**Resource Person
Mrs.S.Hemalatha
Hirthaya Naturals**

**Er.S.Rajagopal
President**

**Mr.M.Vijayaraghavan
Secretary**

**Dr.R.Sofia
EDC-Convenor**

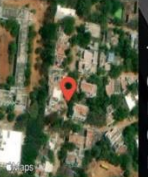
**Dr.A.Ramasubbiah
Principal**

Photos



Madurai, TN, India
Pasumalai, Madurai, 625004, TN, India
Lat 9.896400, Long 78.080076
03/13/2024 01:54 PM GMT+05:30
Note : Captured by GPS Map Camera

GPS Map Camera



Madurai, TN, India
Thiagrajar Colony Road, Pasumalai, Madurai,
625004, TN, India
Lat 9.895882, Long 78.077910
03/13/2024 02:43 PM GMT+05:30
Note : Captured by GPS Map Camera

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