

**Implemented Activities of  
Institutions Innovation  
Council (IIC)  
&  
Entrepreneurship  
Development Cell (EDC)**

## Quarter I Activities

| S.NO | Date       | Activities                                                                                                                                                                                     |
|------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | 02.09.2024 | Navigating The Future: Intellectual Property Rights In Digital Era                                                                                                                             |
| 2    | 04.09.2024 | Session on Resin Art                                                                                                                                                                           |
| 3    | 10.09.2025 | From idea to Startup-Motivation session by successful Entrepreneur                                                                                                                             |
| 4    | 11.09.2024 | National Entrepreneurship Day:<br>Workshop on “Entrepreneurship and Innovation for Career Opportunity”                                                                                         |
| 5    | 13.09.2024 | Workshop on Entrepreneurship as career opportunity                                                                                                                                             |
| 6    | 20.09.2024 | Skill Development Session on Jewel Making                                                                                                                                                      |
| 7    | 25.09.2024 | Unlocking Lucrative Opportunities In E-Commerce Entrepreneurship                                                                                                                               |
| 8    | 28.09.2024 | Skill Development Session on Tailoring                                                                                                                                                         |
| 9    | 08.10.2024 | Workshop on Satellite Development From Design to Deployment                                                                                                                                    |
| 10   | 15.10.2024 | National Innovation Day Empowering the youth for a sustainable future                                                                                                                          |
| 11   | 15.10.2024 | My Story- Motivational Session by Successful Innovators<br>Unlocking Your Potential: The Path to Personal and Professional Growth                                                              |
| 12   | 18.10.2024 | Skill Development Session on Saree Draping                                                                                                                                                     |
| 13   | 11.11.2024 | National Education Day                                                                                                                                                                         |
| 14   | 18.11.2024 | Design thinking workshop for Entrepreneurship                                                                                                                                                  |
| 15   | 22.11.2024 | Basics of IPR And Its Importance For Innovators And Entrepreneurs                                                                                                                              |
| 16   | 25.11.2024 | Exposure and Field Visits for Problem Identification:<br>Aligning with UNSDGs and Exploring Emerging Areas of Technologies<br>Field Visit to Myrada Krishi vigyan Kendra,<br>Gobichettipalayam |

|    |                                          |                                                      |
|----|------------------------------------------|------------------------------------------------------|
| 17 | 25.11.2024,<br>26.11.2024<br>&27.11.2024 | Intra Institutional Idea Competition                 |
| 18 | 27.11.2024                               | Session on problem solving and Ideation              |
| 19 | 28.11.2024                               | Educating Students On Dairy Entrepreneurship In FPOs |

## 1. Navigating The Future :Intellectual Property Rights In Digital Era

### Invitation



**P.K.R. ARTS COLLEGE FOR WOMEN**  
Re-Accredited with 'A' Grade by NAAC  
Autonomous Institution- Affiliated to Bharathiar University  
Gobichettipalayam

**ENTREPRENEUR DEVELOPMENT CELL**  
&  
**INSTITUTION'S INNOVATION COUNCIL**

Jointly Organises  
Session on  
Navigating the Future: Intellectual Property Rights in  
the Digital Era

**02 SEP, 2024**

**03:00 PM**

**MBA SEMINAR HALL**



**FACILITATOR**  
Dr. B. GAYATHRI  
ASSOCIATE PROFESSOR  
DEPARTMENT OF COMP.SCI.  
BISHOP HEBER COLLEGE  
(AUTONOMOUS)  
TRICHY

**Co-ordinator :**  
Dr. M.INDIRA  
ASSOCIATE PROFESSOR  
DEPARTMENT OF COMPUTER SCIENCE

**All are Cordially Invited**

 /pkartscollege  [www.pkrarts.ac.in](http://www.pkrarts.ac.in)

## Report

P.K.R. ARTS COLLEGE FOR WOMEN (AUTONOMOUS)  
Re-Accredited with 'A' Grade by NAAC

### REPORT

**Name of the Programme:** Navigating the future: Intellectual Property Rights in the Digital Era

**Date:** 2/9/2024

**Time:** 2.30 p.m. – 4.00 p.m.

**Guest detail:** Dr.B.Gayathri,  
Associate Professor, Department of Computer Science,  
Bishop Heber College (Autonomous), Trichy.

**Objective of the Programme:**

To explore the importance and challenges of Intellectual Property Rights in the digital era.

An online session titled "Navigating the Future: Intellectual Property Rights in the Digital Era" was held on **2nd September 2024**, featuring **Dr. B. Gayathri**, Associate Professor, Department of Computer Science, Bishop Heber College (Autonomous), Trichy. Dr. Gayathri discussed the importance of IP protection in the digital age and the challenges posed by new technologies. She also shared insights on emerging trends in IP law and practical advice for safeguarding digital content. The session was informative and engaging for all participants. role of SHGs in fostering economic independence and community development.

**No. of Beneficiaries:** 52 Students and 6 Faculty members from various departments

**Outcome of the Programme:**

Participants gained a clear understanding of IP protection, emerging trends, and practical strategies for safeguarding digital content.

  
(Signature of the EDC Co-ordinator)

## Photograph





## 2. Session on Resin Art

### Invitation



### Report

#### REPORT

Name of the Programme: Session on Resin Art

Date: 4/9/2024

Time: 2.15 p.m. – 4.00 p.m.

Guest detail: M.Varshini,  
Resin Artist, Entrepreneur

Objective of the Programme:

To introduce and demonstrate the techniques and creative potential of resin art.

A session on "Resin Art" was conducted on 4th September 2024 from 2:15 p.m. to 4:00 p.m., with M. Varshini, a Resin Artist and Entrepreneur, as the guest. The session provided insights into the techniques of resin art and offered practical demonstrations. Participants gained hands-on experience and were inspired to explore their creativity using resin. The event was engaging and well-received, offering valuable skills and knowledge in resin art.

No. of Beneficiaries: 52 Students and 6 Faculty members from various departments

Outcome of the Programme:

Participants learned about resin art techniques, gained hands-on experience, and explored creative possibilities in resin art.

  
(Signature of the EDC Co-ordinator)

### Photograph



### 3. From idea to Startup – Motivation session by successful Entrepreneur Report



P.K.R. ARTS COLLEGE FOR WOMEN  
Re-Accredited with 'A' Grade by NAAC  
Autonomous Institution-Affiliated to Bharathiar University  
Gobichettipalayam



#### From idea to Startup- Motivation session by successful Entrepreneur

Mode:Offline

Date: 10.09.2024

A logo designing competition was successfully conducted, featuring the active participation of 52 enthusiastic students. The competition aimed to foster creativity, teamwork, and innovative thinking among the participants.

##### Details of the Event:

- **Number of Participants:** 52 students
- **Competition Duration:** 9 hours
- **Objective:** To design unique and innovative logos showcasing creativity and artistic skills.

##### Event Highlights:

The participants showcased their talents with immense dedication and enthusiasm throughout the 9-hour competition. Each student demonstrated their creativity through a variety of imaginative and visually appealing designs. The competitive yet collaborative environment encouraged the students to put forth their best efforts.

The designs were meticulously evaluated by a panel of judges based on originality, creativity, aesthetics, and relevance to the assigned theme. After careful deliberation, the best-designed logo was selected. The student with the best design was honored with a token of appreciation as a gesture to recognize their exceptional skills and hard work. The competition was a resounding success, providing a platform for students to unleash their creativity and refine their design skills. Such initiatives are crucial in nurturing talent and encouraging students to explore their artistic potential.

#### Photograph





#### 4. National Entrepreneurship Day Workshop on “Entrepreneurship and Innovation for Career Opportunity”

##### Invitation



**P.K.R.Arts college for women  
Gobichettipalayam,Erode**



**'Entrepreneurship And Innovation'  
as a career opportunity**

**Resource Person**

**Dr.S.Ariyanachiyammal**  
**Department of Tamil**  
**P.K.R.Arts college for**  
**women,**  
**Gobichettipalayam**



Date:11.09.2024  
Time:2.30to3.30PM

## Report



**P.K.R. ARTS COLLEGE FOR WOMEN**  
Accredited by NAAC with 'A' Grade  
Autonomous Institution – Affiliated to Bharathiar University  
Gobichettipalayam



**REPORT**  
**NATIONAL ENTREPRENEURSHIP DAY**  
**WORKSHOP ON**  
**ENTREPRENEURSHIP AND INNOVATION FOR CAREER OPPORTUNITY**

**OBJECTIVE :** To provide awareness for about enterprenurship

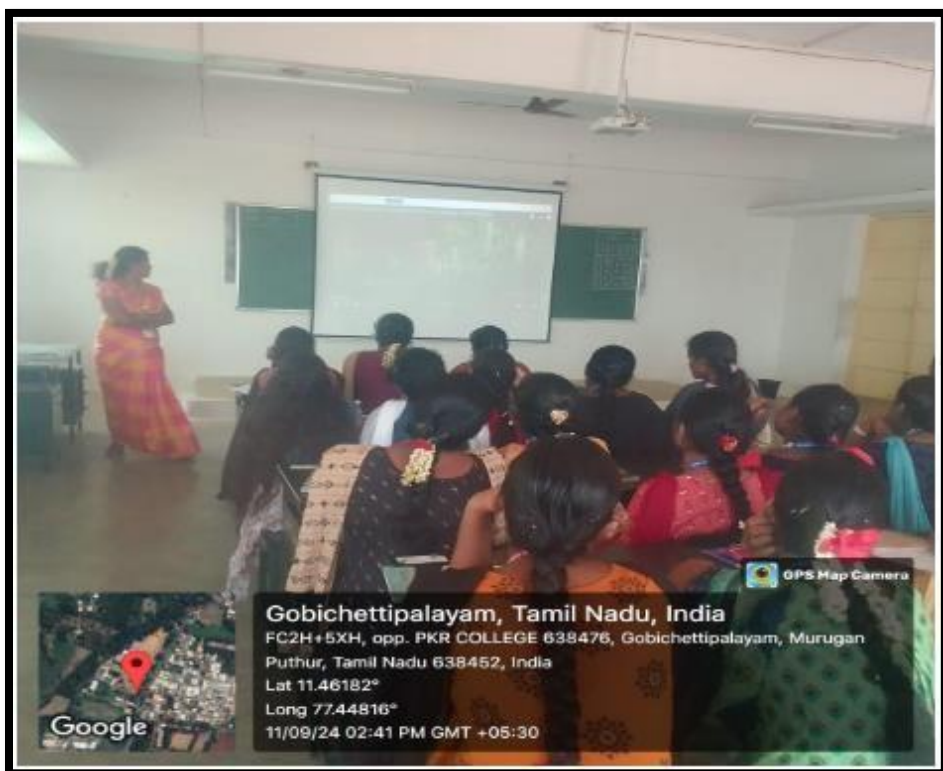
The Workshop on Entrepreneurship and Innovation for Career Opportunity was held on 11.09.2024. The workshop began by invoking the blessings of Almighty. Dr.S.Ariyanachiymmal, ED Cell and IIC Member Assistant Professor, Department of Tamil was the resource person of the day.

The resource person enlightened the students about enterprenurship and the importance of innovation in today's economy, fostering an entrepreneurial mindset and providing insights into career growth through innovation. She covered the fundamental principles of entrepreneurship, identifying market needs, and strategies for successful startups. The workshop concluded successfully, achieving its goal of inspiring and equipping participants with the tools necessary to pursue entrepreneurial paths. Feedback from attendees indicated that the sessions were informative and motivating, with many expressing newfound confidence in exploring entrepreneurship as a career.

**No.of Beneficiaries-** 32 students and 6 faculty members

**OUTCOME :** Created awareness about enterprenurship among students.

## Photograph

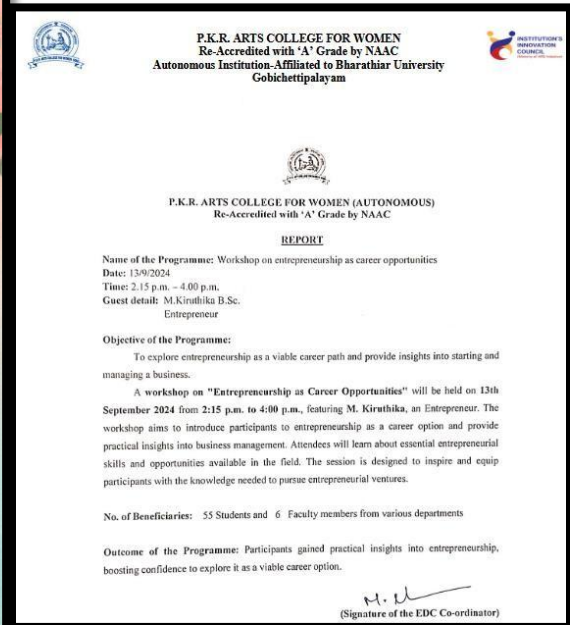


## 5. Workshop on Entrepreneurship as career opportunity

### Invitation



### Report



### Photograph





## 6. Skill Development Session on Jewel Making

### Report



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Autonomous Institution-Affiliated to Bharathiar University  
Gobichettipalayam



#### Report on Student Skill Development Session on Jewel Making

The Entrepreneur Development Cell (EDC) and Institution Innovation Cell (IIC) support students by providing skill development opportunities. One such program is jewel making, which helps students learn jewelry design and crafting. The program conducted on **20th September 2024** and aims to develop both creative and technical skills in students.

**Program Overview:** The jewel-making program focuses on three main areas:

1. **Designing:** Students learn how to create jewelry designs using different techniques and styles.
2. **Crafting:** Students receive hands-on training in making jewelry, including techniques like soldering and stone setting.
3. **Entrepreneurship:** IIC teaches students how to turn jewelry making into a business, including pricing, marketing, and branding.

**Skills Developed:** Through the program, students develop:

- **Creativity** in designing unique jewelry pieces.
- **Technical skills** like crafting, soldering, and stone setting.
- **Business knowledge** on pricing, marketing, and running a jewelry business.
- **Problem-solving skills** as they work through challenges in design and production.

**No. of Beneficiaries:** 45 students and 7 faculty members.

**Conclusion:** The jewel-making program, started on **20th September 2024**, provides students with important skills that can lead to careers or businesses in the jewelry industry. By combining creativity with business knowledge, students are better prepared for professional opportunities.

### Photograph



## 7. Unlocking Lucrative Opportunities In E-Commerce Entrepreneurship Invitation Report



**P.K.R. ARTS COLLEGE FOR WOMEN**  
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Gobichettipalayam

**ENTREPRENEUR DEVELOPMENT CELL,  
INSTITUTION'S INNOVATION COUNCIL**

**&**

**DEPARTMENT OF COMMERCE**

Jointly Organises  
Seminar on  
Unlocking Lucrative Opportunities in E-commerce  
Entrepreneurship

**25 SEP, 2025**  
**HALL NO. 35**

**Co-ordinator :**  
**Dr. M.INDIRA**  
ASSOCIATE PROFESSOR  
DEPARTMENT OF COMPUTER SCIENCE

**RESOURCE PERSON**  
**Dr.N.SUREGA**  
ASSISTANT PROFESSOR  
DEPARTMENT OF COMMERCE  
P. K. R. ARTS COLLEGE FOR WOMEN  
GOBICHETTIPALAYAM

**All are Cordially Invited**

**SEMINAR ON UNLOCKING LUCRATIVE OPPORTUNITIES IN E-COMMERCE ENTREPRENEURSHIP**

**DATE:** 25<sup>th</sup> SEPTEMBER, 2024

**Venue:** HALL No. 35

A seminar on Unlocking Lucrative Opportunities in E-commerce Entrepreneurship was successfully conducted on 25.09.2025 at P.K.R. Arts College for Women. The event was jointly organized by the Entrepreneurship Development Cell (EDC), Institution Innovation Council (IIC) and the Department of Commerce. The event provided valuable insights into the various opportunities available in the field of E-commerce Entrepreneurship. Dr.N.Surega delivered an engaging and informative session using PowerPoint presentations to illustrate key trends, strategies and business models in the e-commerce sector. She highlighted topics such as:

- The rapid growth of e-commerce and its impact on global markets
- Profitable business models including drop shipping, print-on-demand, and digital products
- Challenges and solutions in the e-commerce ecosystem

**Objective of the Event:**

- To equip participants with the knowledge and skills required to embark on their journey in e-commerce entrepreneurship
- To create opportunity to explore real-world applications of e-commerce strategies.

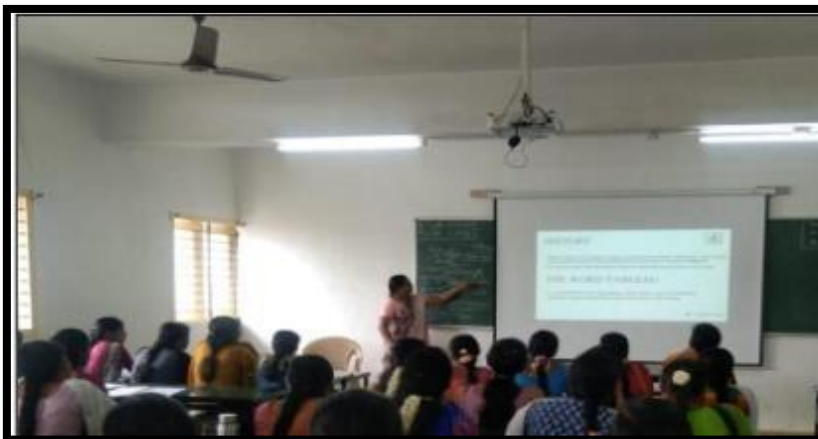
**No. of Beneficiaries:** 55 student aspirants from UG final commerce department.

**Outcome of the Programme:**

- Participants gained a comprehensive understanding of various e-commerce business models and their potential profitability.
- Students were motivated to explore entrepreneurial ventures in e-commerce, leveraging digital platforms for business growth.

**Organizing Secretary:** Dr.M.Indira, Associate Professor in Commerce, P.K.R. Arts College for Women

### Photograph





## 8. Skill Development Session on Tailoring

### Report



P.K.R. ARTS COLLEGE FOR WOMEN  
Re-Accredited with 'A' Grade by NAAC  
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Gobichettipalayam



#### Report on Student Skill Development Session on Tailoring

A **Tailoring Skill Development Session** was held on **28th September 2024** under the Institution Innovation Cell (IIC) and the Entrepreneurship Development Cell (EDC). The session aimed to introduce students to the basics of tailoring, from fabric selection to stitching techniques. The event was graced by **Ms. K. Euchrist Mary**, Assistant Professor of Physics, who was the **Chief Guest** for the session.

**Program Overview:** The session focused on teaching students the essential skills of tailoring and garment creation. The main topics covered included:

1. **Tailoring Basics:** Students were introduced to the key tools and materials used in tailoring, such as fabrics, needles, threads, and scissors.
2. **Basic Stitching Techniques:** Practical demonstrations were given on basic stitches, including running stitch, back stitch, and hemming, as well as using sewing machines.
3. **Measuring and Pattern Making:** The session provided guidance on how to take accurate body measurements and create patterns for different types of clothing.
4. **Garment Construction:** Students learned how to sew simple garments, adding details like zippers, buttons, and ensuring a neat and durable finish.
5. **Entrepreneurial Insights:** Ms. Euchrist Mary discussed how students could turn tailoring skills into a business, offering advice on pricing, marketing, and customer relations.

**Skills Developed:** Through the session, students developed the following skills:

- **Tailoring Techniques:** Basic hand stitching, hemming, and using sewing machines.
- **Measurement and Pattern Making:** Learning how to take measurements and create garment patterns.
- **Attention to Detail:** Understanding the importance of precision in stitching and garment construction.
- **Entrepreneurship:** Gaining insights into how tailoring can be turned into a business.

**Number of Participants:** 43

**Conclusion:** The **Tailoring Skill Development Session** on **28th September 2024** provided students with valuable practical skills and knowledge in tailoring. Ms. K. Euchrist Mary's guidance and advice helped students understand how to develop their skills and potentially turn them into a business. The session was a great success in empowering students to explore both creative and entrepreneurial opportunities in tailoring.

### Photograph



## 9. Workshop on Satellite Development From Design to Deployment Report

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                    |
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|  <p align="center"><b>P.K.R. ARTS COLLEGE FOR WOMEN</b><br/>Re-Accredited with 'A' Grade by NAAC<br/>Autonomous Institution-Affiliated to Bharathiar University<br/>Gobichettipalayam</p>                                                                                                                                                                                                                                                                            |                                    |
| <b>Name of the Programme :</b> Workshop on Satellite Development From Design to Deployment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                    |
| <b>Date :</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 08.10.2024                         |
| <b>Venue :</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | MBA Seminar Hall & P.G Physics lab |
| <b>Time :</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 10.00 AM                           |
| <b>Objective of the program:</b> <ul style="list-style-type: none"> <li>➤ <b>Introduce Fundamentals of Satellite Payloads:</b> Provide with a solid understanding of the basic principles, functions, and types of satellite payloads, and their role in various space missions.</li> <li>➤ <b>Enhance Practical Skills Through Hands On Experience:</b> Provide practical exercises and case studies to help participants apply the theoretical knowledge they gain and better understand the real-world challenges of payload development.</li> </ul>                                                                                |                                    |
| <b>Workshop</b><br>The workshop focused on the educating participants through hands on experience on payload design, integration, testing and deployment. Participants experienced with practical exercises including install Arduino IDE 2.2.3, Connecting Arduino chip with Arduino IDE 2.2.3, Checking the working condition of Arduino by LED blinking test, Connecting the Arduino with MQ135 Gas Sensor, Checking the working condition of Gas Sensor by using Alcohol, Connecting the Arduino with DHT11 Sensor to measure humidity, Checking the working condition of DHT11 sensor to measure the humidity in the environment. |                                    |
| <b>No. of Participants:</b> 159 participants in MBA Seminar Hall & 38 participants in P.G Physics Lab                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                    |
| <b>Outcome of the Workshop :</b> Participants would gain the comprehensive understanding of payload design including the basic knowledge of Arduino , Selection of sensors and learn about the manufacturing of satellite payloads and their testing procedures. The workshop may involves using software tools for stimulating the payload's performance in space environments. Participants would learn how payload communicates with other satellite systems. A workshop often encourages collaboration among participants in future opportunities for joint development projects.                                                  |                                    |
| <b>Organizing Secretary:</b> Institute Innovation Council & Entrepreneur Development Cell and Physics Department                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                    |

## Photograph



## 10. National Innovation Day Empowering the youth for a sustainable future

### Report



P.K.R. ARTS COLLEGE FOR WOMEN  
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Gobichettipalayam



#### National Innovation Day

**Name of the Program** : Empowering the youth for a sustainable future  
**Date** : 15.10.2024  
**Venue** : P.G Physics lab  
**Time** : 1.30 PM

#### Objective of the program

On November 15, 2024, a one-half-day activity will be organized to commemorate the birth anniversary of Bharat Ratna Dr. A.P.J. Abdul Kalam, former President of India, under the theme "Empowering the Youth for a Sustainable Future". The event aims to equip and empower youth with the knowledge, skills, and leadership to drive sustainable development and environmental stewardship for a resilient future. This program will address the critical issue of how to engage and empower young people to lead sustainable change, highlighting the pivotal role youth can play in balancing economic development, environmental protection, and social equity.

The event will celebrate Dr. Kalam's remarkable contributions to science, technology, and innovation while reflecting on his visionary thoughts on creativity and innovation. Through insightful discussions and reflections on his legacy, the program will inspire young students and innovators to carry forward his spirit of ingenuity and resilience. In addition, the event will focus on the challenges and opportunities that lie ahead for youth in achieving sustainability, emphasizing the importance of investing in them for securing a better future. Recognizing young innovators and fostering collaboration, this activity will provide a platform for sharing innovative ideas and solutions, while also encouraging networking, partnerships, and the promotion of innovation for a sustainable tomorrow.

**No. of Participants:** 38 students & 6 faculty members

#### Outcome of the Program

The program will produce a generation of informed, skilled, and motivated young people who are capable of leading the transition to a more sustainable and resilient future.

**Organizing Secretary:** Institute Innovation Council & Entrepreneur Development Cell and Physics Department

### Photograph





## 11. MyStory-Motivational Session by Successful Innovators

### Unlocking Your Potential: The Path to Personal and Professional Growth

#### Report



**P.K.R. ARTS COLLEGE FOR WOMEN**  
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**My Story - Motivational Session by Successful Innovators**

**Topic:** Unlocking Your Potential: The Path to Personal and Professional Growth

**Report on Motivational Speaker Session**

**Introduction:** The motivational speaker session titled "Unlocking Your Potential: The Path to Personal and Professional Growth" was held on 15.10.24 at P.K.R arts College for Women. The session aimed to inspire attendees to embrace self-development, overcome challenges, and achieve their goals. The guest speaker, P.Vijayalakshmi, is renowned for their expertise in personal growth and leadership development.

**Session Overview:** The session commenced with a brief introduction of the speaker's background, highlighting their journey and key achievements. This set the stage for an engaging and relatable discourse. The speaker emphasized the importance of mindset, resilience, and goal-setting in unlocking one's potential.

**Key Highlights:**

- Self-Awareness and Reflection:** The speaker stressed the value of self-awareness as the foundation for growth. Participants were encouraged to reflect on their strengths, weaknesses, and passions.
- Overcoming Fear and Failure:** Personal anecdotes were shared to illustrate how failure can be a stepping stone to success. The speaker highlighted strategies for reframing setbacks and using them as learning opportunities.
- Goal-Setting and Visualization:** Attendees were guided through goal-setting exercises, focusing on creating SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals. Visualization techniques were demonstrated to enhance motivation and clarity.
- Building Resilience and Positive Habits:** Practical tips for developing resilience and cultivating positive daily habits were discussed. The speaker provided insights into the power of consistency and perseverance.
- Networking and Collaboration:** The importance of surrounding oneself with supportive and like-minded individuals was underscored. Attendees were encouraged to seek mentorship and actively engage in collaborative environments.

**Interactive Activities:** The session included interactive activities such as group discussions, self-assessment exercises, and Q&A segments. These activities fostered engagement and allowed participants to personalize their learning experience.

#### Photograph



## 12. Skill Development Session on Saree Draping

### Report



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#### Report on Student Skill Development Session on Saree Draping

The Institution Innovation Cell (IIC) and the Entrepreneurship Development Cell (EDC) aim to enhance students' skills and creativity. One such initiative is a saree draping program, introduced to teach students various saree draping techniques while also encouraging entrepreneurship in the fashion industry. This program started on **18th October 2024**.

**Program Overview:** The saree draping program is divided into key areas:

1. **Different Draping Styles:** Students learn traditional and modern saree draping techniques like the Nivi, Bengali, and Gujarati drapes.
2. **Practical Sessions:** Students practice draping sarees, learning how to fold, tuck, and adjust the fabric for a neat look.
3. **Styling and Accessories:** The program also covers how to style a saree with accessories, including blouses, jewelry, and footwear.
4. **Entrepreneurship:** EDC teaches students how to turn saree draping into a business, covering basics like pricing, marketing, and customer relations.

**Skills Developed:** Students gain the following skills:

- **Cultural Awareness:** Understanding the history and significance of saree styles.
- **Fashion and Styling:** Learning to create stylish looks with sarees.
- **Practical Draping:** Mastering the techniques of draping sarees.
- **Entrepreneurship:** Gaining knowledge of how to start a business in the fashion industry.

**Conclusion:** The saree draping program, which began on **18th October 2024**, helps students develop valuable skills in fashion, culture, and entrepreneurship. It prepares them for potential careers in the fashion industry or for starting their own businesses, combining traditional skills with modern business knowledge.





## 13.National Education Day

### Report

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| <b>National Education Day</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                 |                                                                                   |
| <b>Date :</b> 11/11/24                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Time :</b> 10:00                                                                                                                                             |                                                                                   |
| <b>Participants :</b> UG Students                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                 |                                                                                   |
| <b>Objective:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                 |                                                                                   |
| <ul style="list-style-type: none"><li>• To celebrate the birth anniversary of Maulana Abul Kalam Azad and acknowledge his monumental contributions to India's educational landscape.</li><li>• To highlight the importance of education in the growth and development of India, emphasizing the country's commitment to educational reforms and accessibility.</li><li>• To inspire young students to actively engage in the field of education by showcasing innovative ideas and initiatives that can drive change and improvement in educational practices.</li><li>• To encourage critical thinking and creativity among students, fostering a mindset of innovation in education.</li></ul>                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                 |                                                                                   |
| <p>On November 11, 2024, a one-half-day activity will be organized to celebrate National Education Day, marking the birth anniversary of Maulana Abul Kalam Azad, India's first Education Minister. This event will highlight his immense contributions to the development of India's education system, emphasizing his role in shaping the country's educational policies and promoting universal access to education. The activity will also focus on the significance of education in India's progress and the nation's ongoing commitment to inclusive education for all. Additionally, it will inspire young students to engage in the field of education by showcasing innovative ideas and initiatives that can contribute to transforming and advancing education in India. The event will include interactive sessions, discussions, and presentations by student innovators, fostering creativity and a forward-thinking approach to education.</p> <p>No. of Beneficiaries: 40 Students and 7 Faculty members</p> |                                                                                                                                                                 |                                                                                   |
| <p><b>Organizing Secretary:</b> Institute Innovation Council &amp; Entrepreneur Development Cell and Computer Science Department</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                 |                                                                                   |

### Photograph



## 14. Design thinking workshop for Entrepreneurship

### Report

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| <b>Report on Design thinking workshop for Entrepreneurship</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                 |                                                                                   |
| <b>Date:</b> 18th November 2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                 | <b>Venue:</b> UG Lab                                                              |
| <b>Introduction:</b> A <b>Design Thinking for Entrepreneurship</b> workshop was held on <b>18th November 2024</b> under the Institution Innovation Cell (IIC) and the Entrepreneurship Development Cell (EDC). The session aimed to teach students how to apply design thinking principles in entrepreneurship, focusing on innovation and solving real-world business problems.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                 |                                                                                   |
| <b>Program Overview:</b> The workshop was divided into key sections:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                 |                                                                                   |
| <ol style="list-style-type: none"><li>1. <b>Introduction to Design Thinking:</b> Students learned about the five stages of design thinking—Empathize, Define, Ideate, Prototype, and Test. These stages help entrepreneurs focus on creating solutions based on user needs.</li><li>2. <b>Empathy in Entrepreneurship:</b> The importance of understanding customer needs was emphasized. Students learned how to gather insights through research to better understand their target audience.</li><li>3. <b>Defining the Problem:</b> Students were shown how to clearly define business problems based on the insights gathered, which helps in creating effective solutions.</li><li>4. <b>Ideation and Brainstorming:</b> The workshop encouraged students to brainstorm different ideas to solve business problems, focusing on creative and innovative solutions.</li><li>5. <b>Prototyping and Testing:</b> Students learned how to create quick, low-cost prototypes to test ideas and gather feedback for improvement.</li><li>6. <b>Entrepreneurial Mindset:</b> The session concluded with a focus on how design thinking can help develop an entrepreneurial mindset, encouraging students to embrace failure as part of the learning process.</li></ol> |                                                                                                                                                                 |                                                                                   |
| <b>Skills Developed:</b> Students gained skills in:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                 |                                                                                   |
| <ul style="list-style-type: none"><li>• <b>Problem Solving:</b> Approaching business problems with creative solutions.</li><li>• <b>Customer Understanding:</b> Learning how to empathize with customers and address their needs.</li><li>• <b>Idea Generation:</b> Brainstorming multiple business ideas.</li><li>• <b>Prototyping:</b> Creating quick prototypes to test and refine ideas.</li><li>• <b>Entrepreneurial Thinking:</b> Thinking innovatively and user-centered in business development.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                 |                                                                                   |
| <b>Conclusion:</b> The <b>Design Thinking for Entrepreneurship</b> workshop on <b>18th November 2024</b> provided students with practical tools to approach entrepreneurship creatively and empathetically. It helped them understand how to design solutions that meet real customer needs, preparing them for success in their entrepreneurial journeys.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                 |                                                                                   |

### Photograph



## 15. Basics Of IPR And Its Importance For Innovators And Entrepreneurs

### Invitation



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Gobichettipalayam

**DEPARTMENT OF PHYSICS**  
&  
**INSTITUTION'S INNOVATION COUNCIL**  
organises

**Basics of IPR and its Importance for  
Innovators and Entrepreneurs**

**FACILITATOR**  
Dr. Rahul Kapoor,  
Founder and Director,  
Turnip Innovations Pvt. Ltd,  
Kolkata



Platform: Google Meet  
Date: 22.11.2024  
Time: 11.30 a.m.

Gmeet link: [meet.google.com/ukf-kfeh-piw](https://meet.google.com/ukf-kfeh-piw)

Organising Secretary: Dr.C.ARULJOTHI

All are invited/..

## Report

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| <h3>Report</h3>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                           |                                                                                    |
| <p>Name of the Programme: Basics of IPR and its Importance for Innovators and Entrepreneurs<br/>(Level I)</p> <p>Date : 22.11.2024<br/>Time : 11.30 a.m.<br/>Online: G meet - Link: <a href="http://meet.google.com/kgc-pgnf-wgp">http://meet.google.com/kgc-pgnf-wgp</a></p> <p>Chief Guest: Dr. Rahul Kapoor,<br/>Founder and Director,<br/>Turnip Innovations Pvt.Ltd,<br/>Kolkata</p> <p>Objective of the Program:</p> <ul style="list-style-type: none"><li>To introduce participants to the fundamental concepts of Intellectual Property Rights.</li><li>To highlight the importance of IPR for innovators and entrepreneurs.</li></ul> <p>The program commenced with a welcome address by Ms. M.Christi Libiya, Assistant Professor in Physics who introduced the chief guest. Dr. Rahul Kapoor delivered an engaging keynote address on the topic Basics of IPR and its Importance for Innovators and Entrepreneurs. Dr. Kapoor is renowned for his expertise in intellectual property and his contributions to fostering innovation through strategic IP management. Dr. Kapoor emphasized real-life examples of successful entrepreneurs who leveraged IPR to secure their innovations and grow their ventures. He also discussed common pitfalls to avoid while managing intellectual property assets.</p> <p>No of Beneficiaries: 53</p> <p>Outcome of the Program:<br/>Participants gained a deeper understanding in "The economic and strategic value of IPR in modern business ecosystems".</p> <p>Organizing Secretary: Dr.C.Aruljothi</p> <p><i>GP 22/11/24</i><br/>(Signature of the HOD with Seal) (1/1)<br/>&lt;C.ARULJOTHI&gt;</p> |                                                                                                                                                                           |                                                                                    |

## Photograph

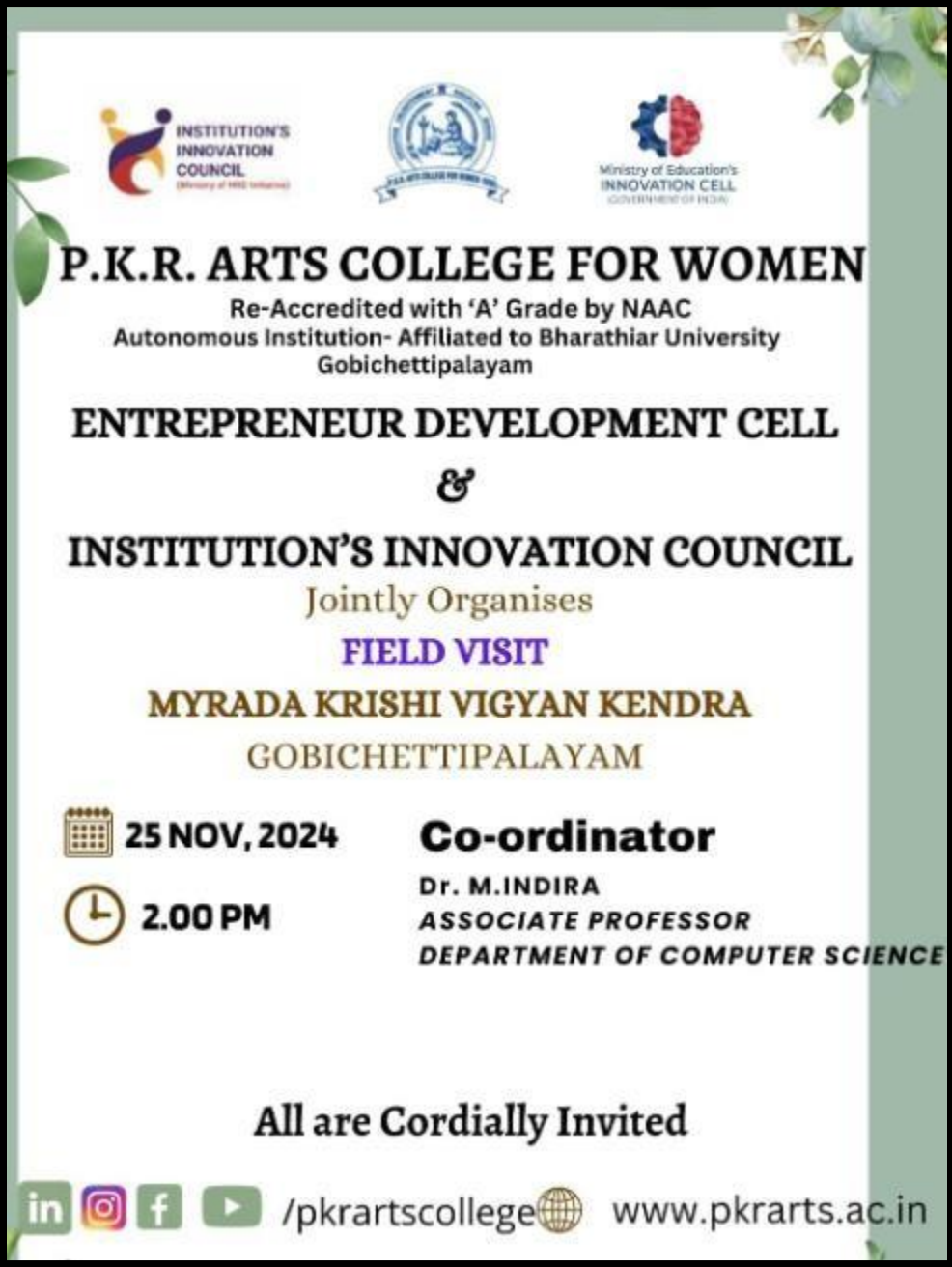




16. Exposure and Field Visits for Problem Identification: Aligning with UNSDGs and Exploring Emerging Areas of Technologies

Field Visit to MYRADA KRISHI VIGYAN KENDRA, Gobichettipalayam

Invitation



 INSTITUTION'S INNOVATION COUNCIL  
(Ministry of HOD Institutes)



 Ministry of Education's INNOVATION CELL  
(GOVERNMENT OF INDIA)

**P.K.R. ARTS COLLEGE FOR WOMEN**  
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Autonomous Institution- Affiliated to Bharathiar University  
Gobichettipalayam

**ENTREPRENEUR DEVELOPMENT CELL**  
&  
**INSTITUTION'S INNOVATION COUNCIL**  
Jointly Organises  
**FIELD VISIT**  
**MYRADA KRISHI VIGYAN KENDRA**  
GOBICHETTIPALAYAM

 **25 NOV, 2024**

 **2.00 PM**

**Co-ordinator**  
Dr. M.INDIRA  
ASSOCIATE PROFESSOR  
DEPARTMENT OF COMPUTER SCIENCE

**All are Cordially Invited**

    /pkrartscollege  [www.pkrarts.ac.in](http://www.pkrarts.ac.in)

## Report



**P.K.R. ARTS COLLEGE FOR WOMEN**  
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University  
Gobichettipalayam



**Exposure and Field Visits for Problem Identification: Aligning with UN SDGs and Exploring Emerging Areas of Technologies**

**Report on Field Visit to MYRADA KRISHI VIGYAN KENDRA, Gobichettipalayam**

On 25 November 2024, students from the Institution Innovations Cell and Entrepreneur Development Cell of P.K.R arts College for Women visited MYRADA KRISHI VIGYAN KENDRA at Gobichettipalayam to explore sustainable farming practices and agricultural innovations. The visit provided valuable insights into the center's work on improving rural livelihoods through advanced agricultural techniques and community development. Students interacted with experts and witnessed live demonstrations on organic farming, water management, and soil health. The field visit emphasized the importance of entrepreneurship in agriculture and the potential for rural economic development. This experience enhanced students' understanding of agribusiness opportunities and rural entrepreneurship.

## Photograph



## 17. Intra Institutional Idea Competition

### Invitation



**P.K.R. ARTS COLLEGE FOR WOMEN**

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Gobichettipalayam

&

**ENTREPRENEUR DEVELOPMENT CELL & INSTITUTION  
INNOVATION COUNCIL WITH DEPARTMENT OF  
MATHEMATICS**

Cordially invite you all for the  
Programme on

**INTER/INTRA INSTITUTIONAL IDEA  
COMPETITION**

Date : 25.11.2024 – 27.11.2024  
Venue: MBA Seminar Hall





### **Inter/Intra Institutional Idea Competition**

**Date : 25/11/24 – 27/11/2024**

**Venue : MBA Seminar Hall**

**Time : 10:00 – 1:00 p.m.**

**Participants : UG & PG Students**

#### **Objective of the Programme:**

1. **Promote Innovation:** Encourage students and faculty to think creatively and develop innovative ideas addressing societal, industrial, or academic challenges.
2. **Foster Collaboration:** Strengthen teamwork and collaborative efforts by providing a platform for idea sharing and collective problem-solving within and across institutions.
3. **Encourage Interdisciplinary Approaches:** Inspire participants to integrate knowledge and methods from different disciplines to create holistic and impactful solutions.
4. **Identify and Nurture Talent:** Discover individuals or teams with exceptional ideation capabilities and provide support for their personal and professional growth.
5. **Enhance Problem-Solving Skills:** Enable participants to analyze challenges critically and develop practical, feasible, and sustainable solutions.

The Inter/Intra-Institutional Idea Competition was held with the objective of promoting innovation, collaboration, and creativity among participants from various departments within the institution. The event aimed to provide a platform where students, faculty, and staff could present their innovative ideas to solve real-world problems, encouraging cross-disciplinary collaboration and knowledge sharing.

**Participants:** The competition saw enthusiastic participation from students and faculty members across several departments, including Business Administration, Computer Science, Mathematics, Social Sciences. This diversity in participation led to a rich variety of ideas, each drawing from the unique expertise of the respective departments.

Teams formed by students and faculty members collaborated, combining their knowledge from different fields to create innovative solutions. The interdisciplinary nature of the teams enhanced the creativity and feasibility of the proposed ideas.



The competition witnessed a diverse range of ideas across multiple domains, with several ideas standing out for their creativity and practicality. After careful consideration, the panel of judges selected the top ideas based on their impact, feasibility, and potential for real-world application. The winning teams were awarded prizes to recognize their hard work and innovative thinking.

The Inter/Intra-Institutional Idea Competition was a great success, highlighting the creative potential of participants from various departments. The event not only encouraged collaboration and interdisciplinary learning but also provided a platform for participants to develop and present ideas that have the potential to make a real-world impact.

The selection of innovative ideas, combined with the prizes and mentorship offered, created a rewarding experience for all involved. The competition has contributed to strengthening the culture of innovation within the institution and has inspired future projects that can lead to practical solutions for pressing challenges.

The success of the event has set a precedent for future idea competitions and has established a framework for continued innovation and cross-disciplinary collaboration within the institution.

No. of Beneficiaries: 70 Students and 17 Faculty members

**Organizing Secretary:** Institute Innovation Council & Entrepreneur Development Cell,  
Mathematics Department

## Photographs





PKR college, Tamil Nadu, India  
PKR COLLEGE Gobichettipalayam, Murugan Puthur, Tamil  
Nadu 638452, India  
Lat 11.462128° Long 77.44779°

## 18. SESSION ON PROBLEM SOLVING AND IDEATION

### Invitation



**P.K.R. ARTS COLLEGE FOR WOMEN**  
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Autonomous Institution - Affiliated to Bharathiar University  
Gobichettipalayam

**DEPARTMENT OF PHYSICS**  
&  
**INSTITUTION'S INNOVATION COUNCIL**  
organises

**Session on Problem Solving and Ideation**

Venue: PG Physics Lab  
Date: 27.11.2024  
Time: 3.00 p.m.

Organising Secretary: Dr.C.ARULJOTHI

## Report



**P.K.R. ARTS COLLEGE FOR WOMEN**  
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**Gobichettipalayam**



### REPORT

**Name of the Programme:** Session on Problem Solving and Ideation

**Date:** 27/11/2024

**Time:** 3.00 p.m.

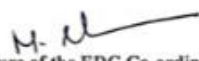
**Objective of the Programme:**

To enhance creative thinking and analytical skills through structured problem-solving and ideation techniques.

A session on **Problem Solving and Ideation** was conducted on **27th November 2024 at 3:00 p.m.**, focusing on enhancing creative thinking and analytical skills. Various real-world problems were discussed, including time management challenges, resource allocation in projects, innovative product development, decision-making under constraints, team collaboration issues, sustainability concerns, and technology integration. Participants gained insights into structured problem-solving techniques and innovative idea generation.

**No. of Beneficiaries:** 42 Students and 4 Faculty members from various departments

**Outcome of the Programme:** Participants will develop critical thinking skills, learn effective problem-solving strategies, and gain hands-on experience in generating innovative ideas.

  
(Signature of the EDC Co-ordinator)



## Photograph



## 19. Educating Students On Dairy Entrepreneurship In FPOs

### Invitation



**P.K.R. ARTS COLLEGE FOR WOMEN**  
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Gobichettipalayam

**ENTREPRENEUR DEVELOPMENT CELL**  
&  
**INSTITUTION'S INNOVATION COUNCIL**

Jointly Organises  
Self driven activity  
Educating students on dairy entrepreneurship in FPOs

**28 NOV, 2024**

**10:30 AM**

**MBA SEMINAR HALL**

**FACILITATOR**  
**Dr . THANAMMAL RAVICHANDRAN**  
**PROGRAM MANAGER & RESEARCH**  
**KUMARAGURU INSTITUTIONS**  
**COIMBATORE**

**Co-ordinator :**  
**Dr. M.INDIRA**  
**ASSOCIATE PROFESSOR**  
**DEPARTMENT OF COMPUTER SCIENCE**

**All are Cordially Invited**

## Report



**P.K.R. ARTS COLLEGE FOR WOMEN**  
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**Gobichettipalayam**



### REPORT

**Name of the Programme:** Self Driven Activity – Empowering Women through dairy Entrepreneurship in FPOs

**Date:** 28/11/2024

**Time:** 10.30 a.m.

**Guest detail:** Dr.Thanammal Ravichandran,  
Program Manager & Research,  
Kumaraguru Institutions, Coimbatore

#### **Objective of the Programme:**

- 1) To educate students about dairy entrepreneurship and its scope in Farmer Producer Organizations (FPOs).
- 2) To inspire students to explore entrepreneurial opportunities in the dairy sector by understanding its practical challenges and innovative solutions.

The Entrepreneur Development Cell and Institutions Innovation Council organized a self-driven activity titled "Empowering Women through dairy Entrepreneurship in FPOs" on **28<sup>th</sup> November 2024 at 10.30 a.m.** The session was attended by 162 participants and graced by the esteemed guest speaker, Dr. Thanammal Ravichandran, Program Manager & Research at Kumaraguru Institutions, Coimbatore.

Dr. Ravichandran shared valuable insights into the potential of dairy entrepreneurship and the pivotal role of Farmer Producer Organizations in supporting farmers and entrepreneurs. The interactive session highlighted real-world examples, challenges, and strategies to innovate and succeed in the dairy industry. The program provided students with practical knowledge and

**No. of Beneficiaries:** 162 Students and 5 Faculty members from various departments

**Outcome of the Programme:** Students gained insights into the significance of dairy entrepreneurship, the role of FPOs in enhancing farmers' income, and how innovative strategies can be applied to succeed in the dairy sector.

  
(Signature of the EDC Co-ordinator)

## Photograph

